

SRIJITH RAMACHANDRAN

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SUMMARY

HCI Certified user experience professional, poised to contribute experience, reputation for combining strategic thinking, creative concept, and engaging design with a deep understanding of technology and the user experience. Experienced UX leader accomplished the ability to build and managed dynamic cross-functional teams with an emphasis on delivering innovative product solutions.

Have 16+ years of interactive experience including UX research, strategy, customer experience, user journey, visual design, usability, etc. with 21+ years of total IT experience.

SKILLS & Expertise

Specialties	Team Building & Mentorship, Interaction Design, Information Architecture, Customer Experience, Mobile Application Design, User Centered Design, Agile and Lean UX, UX Strategy, User Surveys, Product innovation, Prototyping.
Deliverables	Wireframes, Sitemaps, Layouts, User Flows, Conceptual Models, Storyboards, Prototypes, User Personas & Scenarios, UX Competitive/Comparative Analysis, User Research.
Applications	<i>Experience in:</i> Figma, Microsoft Visio, Axure RP, Sketch, Adobe XD, Balsamiq, Adobe Illustrator, Adobe Photoshop & Office 365
Platforms	IoT, AI, AR, RPA, Mobile/Tablet (<i>Android, IOS & Hybrid</i>), Web, Responsive with Bootstrap & Embedded
Languages	HTML5, CSS3 & Knowledge in SASS.

EXPERIENCE

UST Global. (www.ust.com)
UX Architect

Since June 2013

- Recruited, mentored, and managed 20+ member team of talented UX professionals and successfully on time delivered 90+ projects with 400+ screens across various projects, clients, and agency partners.
- Proved cross-platform UX design leadership in 90+ projects, from initial introduction and onboarding of the service, to a user's first stream and ongoing engagement.
- Challenged with establishing a clear UX design vision and empowering a multi-discipline team of 20+ designers to craft intuitive end-to-end user experiences focused on customer acquisition and engagement, across all platforms.
- Conducted user research and usability testing to optimize existing taxonomies and improve feature implementation across all client applications
- Driven a unique understanding of customers' needs through research insights, business process reviews, customer feedback and direct observation which leads up to 50% business growth.

Arabian Networking Systems. (www.ans.com.sa)
UX/UI Design Lead

Feb 2012 to June 2013
& Jan 2002 to Nov 2009

- Recommended and facilitated changes in the current implementation process, working with product management team to accomplish customer satisfaction.
- Demonstrated the design leadership and team-building skills with 15+ solid people, personalities, process, and idea management experience.
- Conducted one or more necessary user research to support design decisions and organized, simplified product features.
- Established UX design to all Web and mobile application developments, instituting a user-centered design (UCD) approach.
- Acted as primary User Experience Architect for a web-based technology platform for investment professionals and achieved 70% user satisfaction and received client appreciation.
- Worked with cross-functional teams and customer groups to gather feedback on user interface and user experience design concepts.

Vox Spectrum Pvt Ltd. (www.voxspectrum.com)
GUI Designer

Nov 2009 to Feb 2012

- Collaborated with Engineering team leads/architects, Product Line Managers (PLM), Technical Marketing Teams (TME) and customers to understand the requirements, feedback and delivered solutions for various functionalities and achieved 35% sales growth.
- Architected user flow and designed UI for various In-house products like DGVOX, CAPTVS etc.
- Defined, designed, and implemented user interface features such as search, personalization etc to ensure features are aligned with product strategy and goals in 60 pages/screens.

EDUCATION

Certified in Human-Computer Interaction (HCI)
Certification in UX Management
Certified in Mobile User Experience Design
APTECH approved E-Commerce Professional
Diploma in Computer Science

PERSONAL DETAILS

DOB: 11-OCT-1976, Gender: Male, Marital Status: Married
Linguistic Proficiency: Malayalam, Hindi, English & Arabic
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