
PROFESSIONAL SUMMARY

As a customer oriented creative consultant, I have over 10 years of experience in Web Usability and Graphic User Interface. As a visual artist, I have honed my skills in different facets of the field of design, usability and communication.

Applying unfettered creativity and lateral thought to the conceptualization and creation of innovative and compelling **web and GUI Designing** within a collaborative environment has been my goal. It is this objective that has aided me in achieving personal and organizational standards.

Working as an Interactive Web Designer, I have specialized in the development of user interface design and motion graphics for Web and Multimedia fields.

STRENGTH

- Proven experience in GUI Design and Development
- Strong design skills and W3C experience
- Experience with usability testing
- Excellent Team player.
- Creative approach to problem solving, innovation and issue resolution
- Have strong interpersonal, written and verbal communication skills
- Strong commitment to quality

SOFTWARE PROFICIENCY

Web/ Graphic

- Adobe Creative Suite, Flash, Macromedia, Dreamweaver MX, HomeSite
- HTML, DHTML, FLEX, Visio, Flash Action script, JavaScript.
- Interwoven TeamSite (Content Management System)
- Documentum (Enterprise content management platform)

Tools

- JIRA (Project Management), Bugzilla (Issue tracking) , HitBox (web analytics)

Multimedia

- Macromedia Director, Adobe Premiere, Sound edit.
- Operating Systems Known: Windows VISTA, Mac OS.

PROFESSIONAL EXPERIENCE

Employer	Designation	Duration
TELUS	Web/Mobile UI Designer	Nov 2004 –till date
Intiqua Technologies Pte Ltd, Singapore	Senior Interactive/Web Designer	March 2001 – 30 July 2004
Connect Pte Ltd, Singapore	Animator	Oct 2000– Feb 2001
Senthooor Creations, India	Graphic Designer and Animator	Mar 1998 - June 2000

MAJOR ASSIGNMENTS

TELUS Communication/ TELUS Mobility

Web/Mobile Interface Designer

Team size: 30

Responsibilities: Interface Design for WEB/Mobile and TELUS TV.

Duration: Nov 2004 to till date

During my tenure at TELUS as an Interface Designer, I was responsible for:

- Designing numerous TELUS Web properties
- Began working as a Web Producer for myTELUS.com and TELUS.com in 2004.
- Designed and developed applications like IP messaging service for TELUS.com.
- Worked on TELUS TV interface for over a year
- Applying user centered design methodology to create detailed user experience strategy documents in support of enterprise web/mobile applications and portals.

Major Projects for TELUS:

2004: Design and Develop of IP messaging for TELUS.com

2005: Worked on TELUS.com redesign and myTELUS.com 1.0 launch.

2006: Worked on TELUS TV interface.

2007: Redesign of myTELUS 2.0, Globetrotter.net and TELUS Music

2008: Mobile WAP design for ACDC, Eva Avila, Girlicious, The Killers, Nickel Back, Sugarland.

2009: Mobile WAP design for Metallica, Depeche Mode, Fall Out Boys, No Doubt, Tragically Hip, Design of Memorial Cup site

Prior to joining **TELUS**, I worked on database-driven and interactive content for e-Business (B2B and B2C) products and applications for Global & Domestic clients like Oracle Corporation (Asia pacific), OCBC in Singapore.

Client : **Oracle Corporation (Asia Pacific)**
Flash Microsite
Role : Web/Flash Designer
Team size : 8
Responsibilities : **Story Board, User interface design & development**
Tools : Adobe Photoshop, Flash MX, Dreamweaver,
Duration : 3 months
Projects Details : Developed micro websites highlighting the features of enterprise portal solutions of Oracle for different user perspectives using Flash.

Client : **OCBC (Singapore)**
Consumer Internet Banking Portal
Role : Interactive / User Interface / Information Designer
Team size : 6
Responsibilities : **Layout, User interface design, Usability & development**
Tools : Adobe Photoshop, Dream weaver, Flash and Microsoft Visio.
Duration : 4 months
Projects Details : Involved in reengineering of Consumer Internet Banking Portal for OCBC, by applying Best practices for User experience and conducting focus group to deliver better online experience.

Client : **GE – Careers**
Regional website of General Electrical Careers
Role : Web/Flash Designer
Team size : 2
Responsibilities : **Web design & development**

Tools	:	Adobe Photoshop, Flash MX, Dreamweaver, ASP
Duration	:	1 months
Projects Details	:	Site targeted at the entire Asian region. The highlight of this site is its powerful Content Management System, which allows business houses and professionals across Asia to post their jobs on this site.
Client	:	Merck Singapore and Merck Malaysia Regional website of Merck
Role	:	Web/Flash Designer and HTML Integrator
Team size	:	2
Responsibilities	:	Web design & HTML development
Tools	:	Adobe Photoshop, Flash MX, Dreamweaver, ASP
Duration	:	1 months
Projects Details	:	Designed and Integrated a corporate website for Merck Singapore and Malaysia and assisted them in setting up their online Branding/Corporate Identity. This site features a facility that allows potential customers to search for particular products from Merck's Global HQ website.
Client	:	Venture Manufacturing Regional website of Venture Manufacturing
Role	:	Web/Flash Designer
Team size	:	3
Responsibilities	:	Web design & Flash
Tools	:	Adobe Photoshop, Flash MX, Dreamweaver, ASP
Duration	:	1 months
Projects Details	:	A unique feature of this project is that it was integrated with Intiqua's powerful Content Management System.
Client	:	ONDEO Nalco Corromanage CD-ROM that was developed for Ondeo Nalco
Role	:	Interface Designer and Video Editor
Team size	:	3
Responsibilities	:	Story Board, Layout, Interface Design, Video and Sound Editing.
Tools	:	Adobe Photoshop, Premier, Flash MX, Director, Sound Forge.
Duration	:	2 months
Projects Details	:	It was an enriching experience as the CD-ROM that we developed served as an important marketing tool for Ondeo Nalco and was widely appreciated.

EDUCATION

1995 -1999	- Madras University, India. Bachelor of Fine Arts (Painting) Passed with Distinction.
1999 -2000	- Advance Diploma in Multimedia
1993 -1995	- Justice Basheer Ahmed Syed Memorial Matric Hr. Sec. School Chennai, India Higher Secondary (Junior College - HSSLC)