
PROFESSIONAL SUMMARY

As a customer oriented creative consultant, I have over 11 years of experience in Mobile/Web/iPad 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 Designer, I have specialized in the development of user interface design and motion graphics for Web and Multimedia fields.

STRENGTHS

- Proven experience in GUI Design and Development
- Strong design skills, Web 2.0 and W3C experience, iOS Standards
- Provided multiple viable solutions by analyzing, indentifying and solving complex user interface and information design problems
- Diagramming, screen layout, hi-level concept maps, and wire frames skills.
- Working with other disciplines to define the vision and requirements for a product or programming area.
- Strong commitment to quality

SOFTWARE PROFICIENCY

Web/ Graphic

- Adobe Creative Suite, Flash, Dreamweaver MX, HomeSite, Premiere, Sound edit.
- HTML, CSS, Flash Action script, JavaScript.
- WordPress, Interwoven TeamSite, Drupal (Content Management System)
- Balasmiq, Visio

Tools

- JIRA, QuickBase (project mgmt), Bugzilla (issue tracking), HitBox (web analytics)

PROFESSIONAL EXPERIENCE

Employer	Designation	Duration
Colligo Networks	Senior Web/Mobile UI Designer	Aug 2011 - Present
Teligence	Senior Web/Mobile UI Designer	Nov 2 nd 2009 – Aug 2011
AERS	Senior Designer	July 27 th – Oct 31 st 2009
TELUS	Web/Mobile UI Designer	Nov 2004 – June 19 th 2009
Intiqua Technologie, Singapore	UI/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

Colligo Networks

Senior Web/Mobile Interface Designer

Team size: 5

Responsibilities: Interface Design for iPad/ Mobile/ Web.

Duration: Oct 2011 - present

Planning and designing the user experience for SharePoint Viewer Enterprise iPad application (Colligo Briefcase) and executing all facets of the user centered design process.

- Worked on iPad/Mobile/Android applications initiatives
- Applying user centered design methodology to create detailed user experience strategy documents in support of enterprise web applications and portals.
- Designed and developed brand websites for Web in WordPress.

Teligence

Senior Web/Mobile Interface Designer

Team size: 10

Responsibilities: Interface Design for WEB/Mobile.

Duration: Nov 2009 – Aug 2011

As the first design and UI contact for the Brand Management Team on all website initiatives, recommended and designed effective website strategies to support the marketing plans via wireframes, mock ups, and user interface design.

- Worked on iPhone/Android/Web applications project
- Worked closely with front and back end development teams.
- Designed and developed brand websites for both web and mobile phones.

AERS, Victoria BC

Web/Mobile Interface Designer

Team size: 12

Responsibilities: Interface Design for WEB/Mobile.

Duration: 3 Months - 2009

Worked closely with a web application team in developing eBay research software that enabled users to gain insights on market trends and research.

During my short time, I also designed iPhone Apps and a website for Terapeak.

TELUS Communication / TELUS Mobility

Web/Mobile Interface Designer

Team size: 30

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

Duration: Nov 2004 – June 2009

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
- Applied 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: Designed and developed IP messaging for TELUS.com

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

2006: Worked on TELUS TV interface.

2007: Redesigned myTELUS 2.0, Globetrotter.net, myTELUS Photos and TELUS Music

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

2009: Designed Mobile WAP for Metallica, Depeche Mode, Fall Out Boys, No Doubt, Tragically Hip, and 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), MERCK, GE and 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 : **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.

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)