

# SRIJITH RAMACHANDRAN

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## SUMMARY

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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. Proven ability to build and manage dynamic cross-functional teams with an emphasis on delivering innovative product solutions. Extensive experience building global brands, developing client relationships, and building strategic programs.

Have 15+ years of interactive experience including research, strategy, Customer Experience, design and engineering, UI, UX, Usability, Etc.

## SKILLS & Expertise

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**Specialties** Team Building & Mentorship, Interaction Design, Information Architecture, Customer Experience, Mobile Application Design, User Centered Design, Experience Strategy, Content Strategy, Visual Strategy, Requirements Gathering, Product innovation, Conceptual Modeling, Prototyping, Emerging Technologies.

**Deliverables** Wireframes, Sitemaps, Layouts, User & Process Flows, Conceptual Models, Storyboards, User Personas & Scenarios, UX Competitive/Comparative Analyses, Primary/Secondary Market Research, Task Analyses, Technical Research, Functional Specifications & Prototypes.

**Applications** *Experience in:* Microsoft Visio, Adobe Creative Cloud, CorelDraw, Microsoft Office (Word, Excel, and PowerPoint) and Bootstrap.  
*Knowledge in:* Axure RP, Balsamic mockups.

**Platforms** Mobile/Tablet (Android, IOS & Hybrid), Web & Embedded

**Languages** HTML5, CSS3.

## EXPERIENCE

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UST Global. ([www.ust-global.com](http://www.ust-global.com))  
Technology Specialist

Since June 2013

- Responsible for cross-platform UX design leadership, 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 designers to craft intuitive end-to-end User experiences focused on customer acquisition and engagement, across all platforms and clients - covering web, Mobile, Embedded & Graphic.
- Driving customer centricity through UX and CX best practices and influencing customer experience for various products and services.
- Conduct user research and usability testing to optimize existing taxonomies and improve feature implementation across all client applications
- Recruited and managed a team of talented UX professionals across various projects, clients and agency partners.
- Drive a unique understanding of customers' needs through research insights, business process reviews, customer feedback and direct observation.

- Analyzed Customer feedback on product usability, referral statistics and internal data. Recommended and facilitated changes in the current implementation process, working with product management team to accomplish company's goals.
- Proven design leadership and team-building skills with solid people, personalities, process, and idea management experience.
- Planning and conducting necessary user research to support design decisions. Organized, simplified product features.
- Established UX design to all Web and mobile application developments, instituting a user-centered design (UCD) approach.
- Acted as the primary User Experience Architect for a web based technology platform for investment professionals.
- Built product prototype, wireframes, visualizing, planning & designing layouts, storyboarding (mockup) of next generation application.
- Work with cross-functional teams and customer groups to gather feedback on user interface and user experience design concepts.

- Works with Engineering team leads/architects, Product Line Managers (PLM), Technical Marketing Teams (TME) and in some cases with Customers to understand the requirements and come up with User Experience design for various functionalities..
- Architected user flow and designed UI for various In-house products like DGVOX, CAPTVS etc.
- Analyzed client's feedback on product usability, referral statistics and internal data. Recommended and facilitated changes in the current development process resulted in improvement in product development and customer satisfaction. Organized, simplified product features.
- Defined, designed, and implemented user interface features such as search, personalization etc. Ensure features are aligned with product strategy and goals.
- Lead Medium sized cross-functional teams in the product development and software development processes. Document functional requirements for the UI.

## EDUCATION

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Certified in Human-Computer Interaction (HCI)  
Certified in Mobile User Experience Design  
APTECH Certified E-Commerce Professional  
BSc Computer Science  
Diploma in Computer Science

## PERSONAL DETAILS

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DOB: 11-OCT-1976, Gender: Male, Marital Status: Married  
Linguistic Proficiency: Malayalam, Hindi, English & Arabic  
Present Address: #4B, Columbia, Skyline Ivy League, Kakkanad, Cochin – 682030  
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References: Available on Request