

# SRIJITH RAMACHANDRAN

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## SUMMARY

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A user experience professional, poised to contribute experience, innovative graphic artistry, evolving new style and methodology to produce highest caliber designs. Liaise with design, development, and production teams to ensure optimal user experience with most current technologies & collaborative brainstorming strategies across Mobile, Web, Embedded & Graphics. Talent and passion for delivering intuitive, functional and compelling interactive solutions that fulfill user needs and surpass client expectations, while following a user-centered design process. Iteratively creating and refining low to high-fidelity design concepts for the information architecture, navigational models, process flows, page layout, information displays, and interational components based on user research and usability testing. Propose and design assets for multivariate testing recipes with consumer experience and usability in mind through visual mock-ups and industry examples

Have 12+ years of interactive experience including research, strategy, Customer Experience, design and engineering, UI, UX, Usability, Etc.

## SKILLS & Expertise

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Specialties	Interaction Design, Information Architecture, Customer Experience, Mobile Application Design, User Centered Design, Experience Strategy, Content Strategy, Requirements Gathering, Brand Ideation, 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	<i>Experience in:</i> Microsoft Visio, Adobe Creative Suite (Photoshop, Dreamweaver, and Fireworks), CorelDraw, Microsoft Office (Word, Excel, and PowerPoint) and Eclipse. <i>Knowledge in:</i> Axure RP, Balsamic mockups.
Languages	HTML5, CSS3. <i>Knowledge in:</i> JavaScript, PHP, MySQL, JavaScript, JQuery.

## EXPERIENCE

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

Since June 2013

- Driving customer centricity through UX and CX best practices and influencing customer experience for various products and services.
- Coordinated with agency teams, clients and partners to facilitate user-centered design process, and delivered detailed wireframes and comprehensive UX documentation for innovative and engaging digital experiences serving a wide variety of brands and industry verticals.
- 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.
- Built product prototype, wireframes, visualizing, planning & designing layouts, storyboarding (mockup) of next generation application.

- 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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Diploma in Computer Science  
APTECH Certified E-Commerce Professional

## PERSONAL DETAILS

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DOB: 11-OCT-1976, Gender: Male, Marital Status: Married  
Linguistic Proficiency: Malayalam, Hindi, English & Arabic  
Present Address: #T39B, Asset Homes, Menamkulam, Kazhakuttam, Trivandrum – 695 583  
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References: Available on Request