# 80-20 Rule: Efforts on 20% User Research phase will Give clarity to the 80% Product Development.

# I understand the Users Need and the Business model. I think logically and Design with emotions to achieve the Business goal.

Professional Summary

* 8+ years of experience in UX, IxD, IA for the human factor in digital products
* Experience in IoT & Data Visualization
* Requirement Gathering, Focus Group, Contextual Enquiry, Competitor Analysis
* Wireframes, Low Fidelity & High Fidelity Prototypes
* UI mockups, Design Guidelines & Standards
* Experience in Team management and Coordinating with developers to turn the ideas into product

Technical Expertise - Windows

* **UX / Wireframe :** Axure, Pencil Project, Illustrator
* **User Interface Design :** Adobe Photoshop, Illustrator, CorelDraw, Icon workshop.
* **HTML / CSS :** Dreamweaver
* **Publishing :** Adobe Illustrator, CorelDraw
* **Video Editing :** Adobe Premier (for video presentation)
* **Audio Editing :** Sound Forge, Gold Wave (for video presentation)
* **Others** **:** Many graphic utilities, Plug-ins & productivity tools

Educational Qualification

* (B.B.A) Bachelor of Business Administration - University of Madras, Chennai.

Certification

* Human Computer Interaction- **HCI**, IIT Mumbai
* Certified Scrum Master - **CSM**, GAQM

Employment Details

* **UX Design Consultant** – [From September 2016]
* **Sr. UX Designer** – Motivitylabs, Hyderabad [From April 2015-August 2016]
* **UX Designer** - Travelauto.com, Hyderabad [From June 2013 – March 2015]
* **UX Design Consultant** - TCS, K7 Computing, Quiscient [From June 2009 to May 2013]
* **Team Lead** – Comodo, Chennai [June 2004 – May 2009]
* **Sr. Graphic Designer** – Protonweb, Chennai [April 2002 – June 2004]
* **Web Designer** – Global e-Solutions, Chennai [October 2000 - April 2002]
* **Graphic Designer** – Impressions Multimedia, Chennai [November 1994- September 2000]

Projects Summary:

##### **ASK APOLLO**

**Title : UX Designer**

**Client : Apollo Hospitals, Hyderabad**

**Description :** Creating a bridge between Patient and Doctor to interact online.
 Remote Health care gives Video, Voice and e-Mail consultation.

Roles and Responsibilities

* Requirement Gathering, Focus group meet with doctors
* Created wireframes and Presented to team
* UI mockups for Doctors and Patient modules

##### **GI - INSITE**

**Title : UX Designer**

**Client : Gayatri Inventures, Hyderabad**

**Description :** Data Visualization and Tracking product for Multi domain and Multi user with
 IOT data gathering technology.

Roles and Responsibilities

* Requirement Gathering, Contextual Enquiry and Brainstorming
* Created Wireframe
* UI mockups for Dashboard and Admin screens

**APPUNIFY**

**Title : UX Designer**

**Client : Global Outlook, TX, US**

**Description :** Online Appstore – a platform for SAAS resellers.

Roles and Responsibilities

* Requirement Gathering, Contextual Enquiry
* Created User Flow Diagram and Wireframe with Information Architecture
* Created Clickable prototype by using Axure

##### **POCKETTELLER**

**Title : UX Designer**

**Client : Pocket Teller, AZ, US**

**Description :** online Portal for Gift card and Debit card.

Roles and Responsibilities

* Created User Flow Diagram and Wireframe
* Created Clickable prototype
* UI mockups and Style guide

##### **GARAGE SERVICE – Mobile App**

**Title : UX Designer**

**Client : Keeptrax, TX, US**

**Description :** Mobile app for Garage door service providers to see next assignment,
 customer location and update completed task to admin.

Roles and Responsibilities

* UX Wireframe by using User task flow
* UI mockups and style guide

##### **TRAVELAUTO.COM**

**Title : UX Designer**

**Client : Travelauto, UAE**

**Description :** Car rental marketplace – e-commerce portal.

Roles and Responsibilities

* Understanding the Car Rental domain and Requirement Gathering
* Created User Flow Diagram and Information Architecture
* Created Wireframe and Clickable prototype by using Axure
* **I**nteraction with Product Development team
* Coordinating with Marketing team for Marketing Campaigns
* Added unique features by understanding the user behavior through Analytics report.

##### **NESTPENSIONS.ORG.UK**

**Title : UX Consultant**

**Client : Nest Pension – TCS, UK**

**Description :** UK government Pension Scheme project – pension plans for unorganized
 sector workers.

Roles and Responsibilities

* Worked as UX Design Consultant
* Point of Contact for UK Client and Coordinating with Development team in India.
* Created Clickable prototype by using Axure

##### **COMODO**

**Title : Team Lead, Creative Team**

**Client : COMODO, UK.**

**Description :** Comodo Firewall, Comodo Antivirus

Roles and Responsibilities

* Worked as Team Lead with 22 designers
* Created websites for our SSL customers
* UI design for Comodo Antivirus and Firewall Products
* Coordinated with designers and reporting to VP Creative, UK

**Note: *The above mentioned projects are signed NDA with clients. Work samples can be shared only by request.***

Personal Information

Name : Ganesan Shanmugam

Father’s Name : K. Shanmugam

Date of Birth : 07-April-1977

Gender : Male

Languages Known : English & Tamil

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