

Srinivas

UX Designer

srinivaas03m@gmail.com
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11+ Years of Design Experience
Association with UX Firms IXDA, IDF
Led Design and Dev Teams for various projects
President, Assoc VP Ed and Secretary of Toastmasters Club
A Good Team Player also Individual achiever

Experience

Design Lead and UX Designer
TATA CONSULTANCY SERVICES
10-Jul-2014 to Present

Ericsson : CEE Cloud
[Design Lead & UX Designer](#)

I Led the design vision and helped the product direction. Handled a React Dev team of 10-12 handling UX activities alone. Put the Design process in place with agile methodologies. Handled combination of roles from PO, SM and Design Lead.

Handled: Wireframes, Prototypes, Usability Interviews and Tests, User Stories, Stake holder demos and UX writing for Product

Intel
[UX Designer](#)

Handled the end to end UX activities for the CI CD management tool. Proposed and delivered UI which simplified the complex functionalities.

Ericsson: Enterprise Cloud Billing
[Interaction Designer](#)

I worked as an Interaction Designer along with team of 4. Was representative of UX activities in India. Wireframes, Prototypes, Stakeholder Demos. Conducted Usability Interviews for the Usefulness studies and reviews. Handled UX team, taken interviews to build a design team.

LCTS, TD Team
[UI & Interaction Designer](#)

Designed Learning courses which are based on RWD. Handled UI Flows, Branding, Design Style guides, Information Design, Interaction Design and Animations. Also worked on Video Modules. Been an part of Content creation for Annual Release web magazines.

Design Lead& Interaction Designer
STAM Interactive Solutions
05-Nov-2010 - 10-Jul-2014

Led a team of 10 designers, handled E learning content courses and portals. Handled Style sheets and Design Systems. Information Design, UI Design and user Stories.
Projects: EPL, SUNGARD, TIS, RUMI, PANASONIC, SUNGARD

UI Designer
KERN Learning Solutions
01-Jul-2010 to 05-Nov-2010

Handled designing UI;s for web applications and Portals. Presentations and Branding.

Visual & UI Designer
STAM Interactive
Solutions 6-May-2009 -
01-Jul-2010

Started as a Graphic Designer and Animator for E learning Portals. Worked on defining UI Elements, Information Design and content animations(Interaction Design).

Education

Bachelor of Fine Arts
Applied Art and Visual Communication
(2005-09)

Design Thinking Program from NID, TCS
Member of IDF &IXDA: Member and facilitator
ITIL Foundation Certification
Agile Way of Working Foundation
Find Your Everest Silver Certificate
Ascent Leadership Program E2

Appreciations

Star of the Month
On the Spot Award
Special Initiative Award

Skills& Tools

User Interviews
Prototyping
User Interviews
Stakeholder demos
UX Writing
Motion Graphics

Sketch
Adobe XD
Power Point
Paper prototyping
After Effects

Photoshop
Illustrator
InDesign
Adobe Animate
Camtasia

HTML
CSS
Bootstrap
Wordpress