

Profile Summary:

- I hold a Master's Degree in Electronic Media, with a strong foundation in Design Communication Studies, Visual Arts and am a HFI Certified User Experience and [Certified Usability Analyst](#).
- With 12+ years' experience in UX Design, I help products and services industry in defining design strategies, Conducting User interviews, Competitor Analysis, Product evaluation, Usability testing and to coordinate with development teams to ensure the design is incorporated with accuracy.
- Have also been exposed to enhance user experience of desktop software and mobile applications and have conducted Usability Testing for E-Commerce sites.
- Focus has been to create usable software based on the User Centered Design methodology. Being a strong believer in a research-based design approach; my work philosophy is to explore users through research techniques which aids in assessing the user's mental model.
- Helped conceptualize and build applications in domains such as Healthcare, Talent and resource management, logistics, Banking, HMI's, Engineering Services and Telecommunications.
- Mentored and trained junior resources in UX upskilling, managed their work to make sure delivery happens at the right pace without compromising the quality.

User Experience Design Summary:

Involved in the following usability engineering methods:

- Assist business stakeholders in defining goals and objectives of the application.
- Apply techniques like contextual inquiries, user interviews, observations, etc. to analyze the users' needs and develop personas and user goals accordingly.
- Conduct user research and translate research insights into a product vision that balances both business and user needs.
- Conduct recurring usability test sessions with beta customers to validate the build
- Collaborate and manage multi-disciplinary teams and multiple UX streams of work.
- Conduct participatory design workshops with software engineering teams for design implementation.
- Assist developers during implementation by providing walkthroughs and alternative design suggestions.
- Create user requirements specifications, personas, scenarios, annotated wireframes, flowcharts, design prototypes and detailed design specifications based on the research.
- Create strategy and innovative ideas for product experience across the entire product life-cycle.
- Define usage scenarios based on personas identified and derive tasks from these scenarios.
- Perform usability inspection on applications and sites using techniques like heuristic evaluations to determine the usability index.

Technical Skills:

Well versed with the following Prototyping tools:



Figma



Sketch



Invision Studio



Adobe XD/Suite



Balsamiq

Personal Skills:

- Excellent analytical skills coupled with comprehensive problem-solving abilities.
- Ability to swiftly grasp new concepts and apply them in real-time scenarios.
- Ability to resolve conflicts and negotiate design solutions.
- Ability to prioritize task and manage time effectively.
- Effective communication of design concepts and solutions.
- Self-motivated to learn and enhance knowledge.

Work Experience Summary:

Company	Role	Duration
Verizon India	Senior Experience Designer	Sep 2019 - Present
Tata Communications (TCL)	Senior Lead – Product Design	Aug 2018 – Jun 2019
Honeywell Technology Solutions	UX Specialist	Jun 2016 – Aug 2018
HCL Technologies (UxD)	Interaction Designer	Mar 2014 – Mar 2016
Cognizant Technology solutions (CI)	UX Designer	Aug 2012 – Jan 2014

Portfolio Link:

<https://www.prasadux.com/>

Education:

Education	University/ Org	Year
MASTER OF SCIENCE (5 YEARS INTEGRATED) Electronic Media (Design, Mass Communication, Media Studies and Visual Arts)	Anna University	May 2012
Certified User Experience Analyst (CXA)	Human Factors International	October 2021
Certified Usability Analyst (CUA)	Human Factors International	April 2013
Trained in Agile and Scrum methodologies	Caterpillar	Mar 2015
Agile UX	Xebia	April 2018

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