

Located: Flt. 101, Wing-A, Areena-II,
Poonam Garden, Mira Bhayandar Rd. Mumbai.
Website: <http://www.avadh.me>
Call: +91 9892134661
E-mail: avadh@ymail.com

DOB: 15/07/1983
Nationality: Indian

Summary

Solid experience of full cycle user centered design process, production of research based personas and resulting user tasks, user experiences and journeys.

Creation of complex site maps, wireframes and related documentation, ideation, design and implementation of interactive prototypes.

Lab based and on-site usability and accessibility testing, user interviews for problem/opportunity intelligence gathering, production of usability/accessibility checklists, definition of browser/page weight/plugin specs.

Hand crafting pixel perfect visual design, user interface and human computer interaction design, user behavior analysis and strategy planning, creation of website standards/style guide documents and related resources.

Core skills

Visual design

Visual communication, strong aesthetic sense for typography, layout, color composition, and visual design, rationales of sign, symbol, icon and color and other visual elements, an eye for details.

User interface Design

Wireframing, use of design patterns with visual design variants, human factors and ergonomic standards, balance between beauty and brains.

User centered design

Foresee how users are likely to use the interface in real world conditions with the help of user behavior evaluation and usability analysis while following semantic web standards.

Human computer interaction design

Object gesture, personality and system behavior, Intuitive and engaging interaction, progressive disclosure, low, medium and high fidelity prototyping.

Website usability and accessibility

Guidelines and heuristic evaluation, user tests, usability analysis, low cost usability test setup, user Interviews, Questionnaires, Focus groups, Eye tracking, usability test reports.

Complementary skills

- Extensive knowledge of Photoshop, Illustrator, Flash, Dreamweaver, 3D Studio Max, After Effects, Combustion, OS X and Windows.
- Strong knowledge of HTML, CSS, XML, and object oriented programming system. Know how to JavaScript and Action Script.
- Familiar with PHP, JQuery, MySQL, Adobe Extend Script, VBA, web browser layout/Rendering Engines like Gecko (Firefox), Trident (Internet Explorer), Presto (Opera), content management Systems like WordPress, Joomla Search Engine Concepts like SEO, SEM, SES, and Internet marketing, web analytics.

Work experience

Senior User Experience Designer (Reliance BIG Entertainment) – (2008 – Till date)

- Currently creating an enhanced look and feel for each of the website verticals which includes each and every component of all the web pages spread across the site.
- Responsible for the creation of user experience specification documentation including user personas/ scenarios, site maps, and wireframes detailing features and functionality of the site, pages, & movie/music players. Set up, moderated, and managed on-site usability testing (including the production of a clickable proto- type) through to implementation of resulting design updates. Supported the project production phase through to launch.
- Single handedly envisaged and created the entire user experience for multi-channel comparison-shopping website.
- Responsible for concept to creation of the user Interface design, interaction design, visual design and headed usability and accessibility activities.
- Created a brand new look and feel for one of the most popular social networks in India, bigadda.com
- Created a complex yet simple, multi layered home page design, targeted to drive traffic; increased content consumption and actionable gateway to the website.
- Created a web design standard/style guidebook to help marketing, sales, product and development team in achieving faster implementation and common design framework for better efficiency
- Created a video presentation and other sales collateral to help the marketing and sales team in selling the web products for Reliance Big Entertainment.

Senior User Interface Designer (M Infoware Pvt. Ltd.) – (2004 – 2008)

- Created user journey flows, wireframes and site map, culminating in a single user experience specification document including accessibility and browser compatibility guidelines.
- Created design framework and user experience specification documents and style guides to help web designers practice quality and consistency with speed.
- Executed web design for more than a dozen online live streaming sport websites.
- Re-design of live streaming sport websites for Live Sports Networks with a focus on increasing memberships and conversion and usability.
- Optimized design and interaction design for higher CTR and increased affiliate marketing leads on high impact pages of the sites.

User Interface Designer/Developer (Times Information Technologies Pvt. Ltd.) – (2003 – 2004)

- Designed and developed user interfaces for web and desktop application including insurance agent's MIS software AgentAssist, hospital MIS HosPro and School/collage MIS SchoolMan.

- Responsible for design and proper implementation of the graphical user interfaces for software products, brand Identity creation, brand guides, brochures, help manuals and flash based interactive presentations.

Pre-Press Controller (Fine Graphics) – (2002 – 2003)

- Responsible for checking, optimizing and preparing artwork to be processed as negative or positive output on ImageSetter.
- Created an efficient framework using VBA and CorelDraw macros to automate the process with minimum human intervention required.

Qualification

BFA (New Media Design, CGPA 7.5)	Amity University	Lucknow	2004 - 2008
----------------------------------	------------------	---------	-------------

Interpersonal business skills

- Creative approach to solve both design and project related problems.
 - Good communication and interpersonal skills. Ability to work independently and as a part of a team.
 - Ability to concentrate for long time periods and to work under tight schedule with minimal or no supervision.
-