N.VENKATESH

UX - UI Designer

INFO

Name
N.Venkatesan

Profession
UI-UX Lead Designer

Phone
+65 94730266
+91 8553980285

Email
n.venki007@gmail.com

Website
https://www.nvenki007.com/

Course Certificates
www.interaction-design.org/
venkatesh-nageswaran

LinkedIn
https://www.linkedin.com/in/
venkatesh-n-6a0b3744/

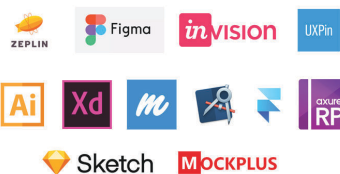## SOFT SKILLS

- Gathering User Date / Interviews
- Task Flows / User Journeys,
- Directed empathy / Scenarios
- Site Maps / Content Inventories
- Screen Flows / Navigation Models
- Wireframes Sketches
- Rapid Prototyping Interactive
- Understanding of Design Principles
- Prototypes / Usability Testing
- Functional Specifications
- Problem-Solving Skills
- Adobe Creative Cloud
- Axure Pro , Sketch , Adobe XD , Zeplin
- IOT , AI , MI (Platform)

TOOLS

PROFILE

With **12+ years of UI/UX design expertise,** I specialize in creating impactful user experiences. I've successfully delivered 17+ projects, spanning web/mobile apps, **CRM, CMS-based sites, IoT, ML & AI, and large eCommerce platforms, Financial services** My approach, rooted in interactive testing and data-driven design, consistently elevates user satisfaction and boosts conversions. Throughout my career, I've focused on leveraging my skills to bring monetized improvements to the companies I work with

WORK EXPERIENCE

Deutsche Bank (Singapore)
UX Designer Lead (May / 23 - March / 24)

UX lead at Deutsche Bank, specializing in wealth management across APAC & EMEA for 10 months.

Initiative: Led platform launch across mobile, web, and tablet interfaces, emphasizing seamless user experience.

Team Leadership: Established and lead the Play UX team, dedicated to enhancing digital experiences in wealth management.

Expertise: Proficient in digital design and crafting value propositions, contributing to leadership in cross-functional teams.

Intersectional Navigation: Successfully navigated the intersection of digital design and wealth management.

Project :   Customer Chatbot Design for trading application :

In a team, we conducted user research, competitive analysis, personas, customer journey map and usability testing to understand our user needs to create a better experience for Singapore people,.

In Mind Cloud Pte Ltd (Singapore)
Senior UX Designer   (April / 22- March /23)

As a Senior UX Designer, I engaged stakeholders to improve business and user experiences, delivering clear presentations and managing relationships effectively. I guided colleagues, fostering innovation and excellence in UX design, while also influencing overall product direction to align with user needs and business

Research :

1. Collaborating daily with UI designers, developers, and stakeholders, focusing on CPQ and CRM to enhance UX.
2. Analyzing B2B e-commerce, CPQ, and CRM trends, studying competitor strategies. Data-Driven Design
3. Implementing UX flows tailored for CPQ and CRM using data-driven methodologies. User Stories & Analysis
4. Developing user stories, personas, and storyboards for CPQ and CRM, addressing unique challenges.
5. Conducting market research and competitive analysis for CPQ and CRM solutions.

UI/UX Design :

1. Collaborating with cross-functional teams to optimize CPQ and CRM interfaces in e-commerce and corporate sites.
2. Working closely with B2B clients and sales for a user-centric approach in CPQ and CRM applications.
3. Addressing design challenges with intuitive solutions for both e-commerce and corporate platforms.
4. Coordinating with front-end developers, providing comprehensive design specs for CPQ and CRM.

Skills: Product Management, UX Research, UX Design, Confluence, Figma, Localization, Jira, specializing in CPQ and CRM for e-commerce.

Tech Mahindra pvt ltd
UX Technical Architect   (May / 19 - April / 22)

As a UX Architect, I prioritize creative problem-solving, ensuring seamless website usability across diverse digital platforms. My forte lies in combining organizational skills with creativity, grasping the website's primary objectives, and crafting a precise roadmap for success.

- Responsible for end-to-end execution & delivery of the UX design (IoT & Cloud & Mobility) solutions within the 'Industrial business vertical.

- Playing a key consultant role in Digital initiatives across Engineering domains & Designer platform-wide UI/UX strategies for our SaaS-based application.

- Working closely with various business stakeholders, eco-system partners, cross-functional teams to drive the execution of multiple projects & technologies.

- Conducting customer workshops at offshore & onsite, solution design, POCs, consulting, and UI UX Design pricing.

- Guiding the team to proactively tackle obstacles, dependencies, risks, and issues, maintaining a steady workflow and preventing any bottlenecks.

Smarten Spaces   (UI - UX) Lead   (Mar / 18 - May / 19)

Using state-of-the-art AI and IoT,MI platform, our smart building management system provides enterprises with the ability to offer next-generation spaces that will improve productivity, reduce operational cost, and enhance convenience for end users.

- Designing intuitive UI/UX for End-User Apps with seamless integration into AWS Cloud.

- Collaborating with Backend developers and Product Managers to ensure design consistency across prototypes.

- Establishing platform-wide UI/UX strategies for our SaaS-based application in collaboration with Product Managers.

- Defining App UI elements' structure, including typography, grids, space, color, and imagery, following material design principles.

- Transforming concepts into user flows, wireframes, mockups, and prototypes to craft intuitive user experiences.

Aqua works Pvt . Ltd   Sr ' UX Lead   (May / 17 - Feb / 18)

Innovating, Designing, Researching User Interface to connect IOT objects, sensors and devices with cloud computation via App Design for Android and IOS smartphones.

- Leading and conduct user research, UX/UI design, visual design, and UX audits across various products, adhering to a structured UX design process.

- Taking charge of creating design deliverables such as user scenarios, journey maps, UX requirements, information architecture, concept sketches, wireframes, visual designs, mockups, and prototypes. Supporting design transfer activities aligned with release plans.

- Exhibiting a deep understanding of Agile software development and Lean UX methodologies. Addressing challenges associated with integrating UX into Agile models effectively.

- Coordinating and facilitating team discussions related to UX. Engaging directly with users whenever possible to comprehend and validating cloud platform needs and departmental workflows

Avaya India Pvt . Ltd   UI - UX Sr ' Designer   (Jan / 16 - Apr / 17)

Whether your system is on premises or hosted in a public, private, or hybrid cloud environment, we have the solutions you need. Our extensive range of business phones and devices ensures that you can make the most out of your UC investments.

- Contributing significantly to the strategic plan's that shapes the creative direction for both single and cross-platform, multi-device UX Experiences.

- Taking full responsibility for overseeing and owning the creative vision, including interaction patterns, visual compositions, prototyping, specifications, and avaya standard style guides.

- Developing and managing design deliverables like wireframes, mockups, user journeys, and application flow diagrams, along with personas, to ensure UI - UX consistency. These assets are intended to support our development and solution teams in delivering exceptional user experiences.

IDrive Software India Pvt . Ltd   UI - Graphic Designer   (Dec / 12 - Jan / 16)

Protect All Your Devices: One stop solution to protect all of your PCs, Macs, iPhones, iPads and Android devices into a single account!

- Rapidly iterate on design prototypes and working applications

- Present your work to clients at all levels and manage feedback effectively

- Ability to lead project and determine best practice approaches and lead the client through our process