KRISHNA RAMAN

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SUMMARY

I am a hybrid UX/UI designer with a strong passion for Human Computer Interaction & Art in various forms and medium. I have more than fifteen years of consulting experience working on design projects for major brands such as

- Abbot
- Nissan, Infiniti
- United Healthcare
- eBay
- TIAA-CREF
- American Airlines
- Neiman Marcus
- Coca-Cola
- Pfizer
- Sony Pictures
- Northern Trust Corp.
- Boeing
- US Bank
- B&H Photo Video
- Erie Insurance (Current)

I am an expert in web & mobile interface design (the look and feel) & user interaction design (the experience/strategy). I also come with strong knowledge in industry-standard graphics and media creation tools such as Sketch, Adobe Photoshop, Illustrator, Dreamweaver and InDesign.

Building usable and better visual design solutions for web and mobile apps, collaborating with business, IA, and UX designers to brainstorm ideas and solutions, authoring UI mocks and wireframes, keeping up with the latest trends in the world of design, and exploring other projects (painting, books, music) with artists from around the world are just a few of the things that really make my designer life interesting.

Skill-set includes UX design strategy and visual design direction for web and mobile applications, wireframe authoring, production support and art direction for various print media.

SEP 2016 – Till Date: Erie Insurance (via Value Momentum)
UI/UX Designer

First term: Sep 2016 – June 2017
Second term: Dec 2017 – Till date

I am currently working as a UI/UX Designer on the Quote Application and Service system for Erie Insurance in Erie, Pennsylvania. It is a web-based application that helps insurance agents & employees to successfully create insurance quote and process application for commercial customers. I have played various roles in multiple teams during my 7+ year in Erie insurance

Aug 2017 – Nov 2017: Deloitte, Kentucky
UX Design Lead
I joined Deloitte as design lead for a government-based project in Kentucky. My responsibility included leading the design effort as a solo designer in creating a brand-new user interface for a WCAG friendly web-based application.

NOV 2015 – SEP 2016: B&H, New York (via Talon Professionals)
Lead Mobile UI-UX Designer
I was an in-house UI-UX Designer for B&H Photo Video, New York. As the lead designer, I work onsite and manage our vendor, a Brooklyn based design agency, which took care of our app coding and development. In a fast-paced studio environment I teamed up with other designers and developers to address design challenges, build new solutions and constantly find ways to improve the overall user experience for our mobile app customers.

APR 2015 – NOV 2015: Wipro Digital
Sr. User Interface\Visual Designer
I worked as the Sr. UI Designer Consultant for U.S Bank's "Access Online" project. My primary responsibilities included converting raw wireframes to visual mocks, providing design support to the Tech. team, and managing the overall style guide document for the project. I also collaborated with client side UX team in conceptualizing and brainstorming the best possible Human-Computer Interaction solutions for given challenges.

MAR 2014 – APR 2015: Tata Consultancy Services
Lead User Interface/Visual Designer
I joined TCS as a lead UI Designer and worked out of their Santa Clara Design Lab in California. I have worked as a consultant on mobile projects for Sony Pictures, Northern Trust Corp, Pfizer & Boeing.

OCT 2003 – MAR 2014: Cognizant
Design Lead/Manager - Web Design
Member of the Content & Design Services (Cognizant Interactive)

Project profiles:

NEIMAN MARCUS, Irving, Texas

Roles and Responsibilities in the Project: I was the design lead for Neiman Marcus China & International website that got launched at the end of 2013. My main priorities included supporting the UX team and providing visual design direction for their then-new upcoming website. Day-to-day work included collaborating with the UX designers and business to drive the overall personality & look and feel of the site that reflects their current branding style guide, provide pixel perfect mocks supported by detailed annotations, guided the development team with specs, reviewed the UI with developers and QA, and offered any other graphic design support as needed.

Technologies/Tools Used: Photoshop, Illustrator, Acrobat, Dreamweaver

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AMERICAN AIRLINES, Fort Worth, Texas

Roles and Responsibilities in the Project: American Airlines went for a major rebrand. I was a part of the in-house rebrand team and worked as a UX lead and offshore coordinator. I worked on updating the booking path section of the site to match the new rebrand style guide. I was also a part of the core team that worked on creating the new pattern guide for the upcoming rebrand website. Apart from being a UX lead, I additionally performed the role of onsite coordinator for Front end development and managed 5 offshore front end resources. We worked tightly on a 2-week sprint and my responsibilities includes providing UX direction, creating wireframes, visual mocks & manage offshore deliverables.

Technologies/Tools Used: Photoshop, Illustrator, Dreamweaver, Axure

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TIAA-CREF, Charlotte, North Carolina

Roles and Responsibilities in the Project: My role as UX lead is to provide user experience and interaction design solutions for a plan sponsor oriented web application. I am involved to interact on a daily basis with Scrum master, business analysts, digital leads, prototyping & back-end DEV leads. This is a sprint-based project and we had a sprint planning session once in three weeks. My prime duty includes discussing with the BIZ team, gather the requirement, brainstorm ideas, create wireframes & visual mocks and present the user stories along with my client business partner to the rest of the team. After the mocks are shared with the team, I work closely with the prototyping team and review the HTMLs for style guide corrections before it gets passed down to the back-end DEV team. For this project, I also provided visual design solutions for the wireframe I created, thereby playing the roles of both UX and Visual Designer.

Technologies/Tools Used: Photoshop, Fireworks, Dreamweaver

EBAY INC, San Jose, California (2009 - 2012)

April 2009 - Sep 2010: eBay Developers Program, eBay Mobile

My role as Creative lead is to provide visual design and user experience design solutions for the eBay mobile and developers program team. As a part of eBay mobile team, I provided design support for eBay France and half.com iPhone app. I am also involved in maintaining the mobile team website. I provided design consultation for the redesign of mobile website and extended hands-on design/usability enhancements for eBay pictures, eBay diamonds and eBay certified provider program. As a part of the eBay developers program team my responsibilities includes managing visual design requirements for the entire team marketing collaterals and website. I was engaged in the complete theme development of the eBay developers conference 2010 and was actively responsible for the event branding and creative deliverables such as flyers, postcards, banners etc. I was also the webmaster of the 2010 www.ebaydevcon.com and later actively contributed for the redesign of eBay developers program website.

Oct 2010 - March 2011: eBay Shipping

Reporting to the Director of Shipping, my responsibility includes creating storyboards for various innovative concepts and help bring the vision and concept to life with prototype mocks. I also helped various project managers in the shipping team with user experience solutions for their products. As a part of 4-member group representing the shipping team - we won the 'Mobile Visionary Award 2011' in Skunkworks - an internal showcase event within eBay to demonstrate new ideas, prototypes and innovations. 110 teams participated in this event.

April 2011 - Feb 2012: eBay Design
I was a part of eBay UX design team and as design lead I handled the interaction & visual design for a new initiative called "eBay Valet".

UNITED HEALTHCARE, Irvine, California
This was a two-month project and I was involved in the final phase of the redesign of 2009 'www.prescriptionsolutions.com' and on behalf of the client I am responsible for holding meetings with a vendor agency and approve the design mocks for HTML production.

THE DESIGNORY, Long Beach, California
My role as a lead in this project revolved around handling the support and maintenance activities of client websites (nissanusa.com and infinitiusa.com) on a day-to-day basis. I had the responsibility of setting up and handling an offshore team of 4 designers along with working with client side design leads.

Abbott Leadership Portal Development
The purpose of this project was to design a new portal interface with refreshing look and feel that compliments the organization brand guidelines. As a designer, I was involved in the sitemap, wireframe, visual mocks and HTML prototype development.

Cognizant Corporate Communications
 As a solo designer of the team, I provided in-house Visual Design Solutions that includes
- Intranet/Internet portal design & support
- Web applications UI
- Email Marketing (Design to launch)
- In-house print magazine
- Mailers / E-mailers
- Posters
- Newsletters / e-books / e-newsletters
- Flyers / Brochures /
- Event Identity/Branding
- Web and Graphic Design consultation and concepts for various Groups

JAN 2003 - AUG 2003: Cognizant Technology Solutions (Chennai, India)
Contract- Graphic designer & member of the C&Ds Team
Responsibilities
- Website UI Design
- Multimedia Graphic Design Support

SEP 2002 - JAN 2003: Rans Brainwave Automation Pvt. Ltd (Chennai, India)
Freelance web-graphic designer
Responsibilities:
- Intranet/Internet portal design & support solutions
- Web application & Prototype Designs
- Mailers / E-mailers
- Posters
- Flyers / Brochures / Newsletters

MAR 2002 - SEP 2002: Maptech Infosoft. Pvt. Ltd (Chennai, India)
Web Designer
Responsibilities

- Develop concepts and information architecture
- Design navigation and user interfaces
- Design the look and feel of new sites and applications
- Visually integrate and enhance pre-existing web site architecture, UI and navigation
- Create and edit artwork
- Design Splash screen for internal and external prototype software applications
- Design of Internal Marketing materials, both for Web and Print (includes brochures, CD label)
-To maintain and provide support for 35 existing clients website

JUNE 2001 - DECEMBER 2001: Multimedia Studio (Bangalore, India)
Trainee web designer

EMPLOYMENT HISTORY
Erie Insurance, Dec 2017 – Till date

Deloitte, Aug 2017 – Nov 2017

Erie Insurance, Sep 2016 – June 2017

B&H Photo, New York, Nov 2015 – Sep 2016

Wipro Digital, April 2015 – Oct 2015

Tata Consultancy Services, March 2014 – April 2015

Cognizant Technology Solutions Oct 2003 – March 2014

California Software Aug 2003 – Sep 2003

Cognizant Technology Solutions Jan 2003 – Aug 2003

Rans Brainwave Automations Sep 2002 – Jan 2003

Maptech Infosoft Pvt. Ltd Mar 2002 – Sep 2002

Multimedia Studio June 2001 – Dec 2001

EDUCATION
Bachelor Degree (Computer Science) University of Madras 1997-2000
Diploma in Web-graphic designing Pentasoft Technologies 2000
Diploma in Interactive Multimedia

HOBBIES
Learning and exploring 3d printing, partner with other designer and artists on various fun projects,
cycling, long drives, camping, cooking, traveling, meditation & reading books.