Annapurni Somasundaram

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UI/UX Designer and Consultant, HFI Certified Usability Analyst

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EDUCATION

2020- 2022
MBA Consultancy Mgmt
Bits Pilani WILP

2019
Certified Usability Analyst
Human Factors International

2004 - 2007
B.COM
University of Madras

Design Tools

- Adobe Illustrator
- Adobe Photoshop
- Zeplin
- Axure RP
- Balsamiq
- Adobe XD
- Sketch
- Invision & Marvel
- Figma
- Principle

ACHIEVEMENT

RNTBCI -2017

Designed the first Renault digital product CHUET for plant in Spain.

PROFILE

An UX Consultant passionate about creating better user experience through asthetics and problem solving. I am focused on creating meaningful experience through design.

WORK EXPERIENCE

Human factors International

UX Consultant, 23rd August 2021- 11th November 2023

- Execute of one or more projects, ensuring on time delivery
- Day to day contact for clients
- Ensure projects comply with the HFI Framework
- Analyze existing sites/products and identify user experience issues
- Collaborate with the business team and UI development team to understand business requirements, define a road map and deliver pixel-perfect end products
- Conceptualize, design and deliver UX projects

Projects:
Thoughtworks, Dell - UX Research, Audit and Design Recommendations, Wireframe, New user and Existing userflow, High fidelity Mockups, Prototype

OnMobile Global

UI/UX Manager 05th August 2020 - 20th August 2021

Owned and lead design projects across the entire product lifecycle and multiple product launches. Create wireframes, storyboards, user flows, process flows and site maps to effectively communicate interaction and design ideas.

- Conduct user research and evaluate user feedback. Explore user experience journey from friction-free user onboarding, first usage, visibility for features; moving on to enhancing returning users' experience; and planning all the way to hassle free un-subscription/exit.

- Worked across multiple projects and designed for mobile as well as pwa.

Projects:
Fantasy Sports for Onmobile and Vodacom Mozambique - UX Research, Audit and Design Recommendations, Wireframe, New user and Existing user-flow, High fidelity Mockups, Prototype
Challenges Arena - UI/UX
Vodafone Idea Callertunes - UX Audit (Heuristic Evaluation & NCPI Evaluation) and Design Recommendations, Wireframe, New user and Existing userflow, High fidelity

Hexaware

Lead Designer 03rd February 2020 - 30th July 2020

Conducted research on users, clients, companies and trends. Analysed the actionable insights and details from available data & research.

- Understanding the requirement and design Information architecture of applications across devices.
- Creating personas, case studies, use cases, understanding Document requirements, flow diagrams and High fid / Low Fid wireframes.

Projects:

Aspire Lifestyles - UX Research, Audit and Design Recommendations

LV= Liverpool Victoria™ - UX Audit and Design Recommendations

COCO - A Unified Microsoft Teams Bot - COCO Benefits Calculator, UI

Arbella Insurance - UX Audit and Design Recommendations

HNI Corp - Website Design Recommendations and Website design Cleansing

GalaxoSmithKline - Clickable POC, High Fidelity Wireframing

2017 Renault Nissan Technology Business Centre India

UI/UX Assistant Manager, 01st April 2018 - 14th January 2020 (Payroll: RNTBCI)
11th October 2017 - 31st March 2018 (Payroll: Magna Infotech)

Worked as UI/UX designer on various product in - house with remote team member and stakehold-ers,on the specification, prototyping and implementation of design and ideas.
- Create Ux flow for User Experiences
- Produced pixel-perfect mock-ups and layouts for developers.
- Rapid click through prototyping using Invison App
- Gather client's feedback and make adjustments in UI
- Prepare Zeplin files for development
- Participate in stand up meeting and discuss ongoing UI/UX tasks and goals
- Create prototype in Adobe XD, Sketch

Projects:

CHUET - UX Research, UX Audit, Persona Creation, User Journey, Wireframe, Prototyping

DEMAIN - UX Audit and Design Recommendations

HSK - UX Audit and Design Recommendations, User Interface Design

WAB - UX Research, UX Audit, Persona Creation, User Journey, Wireframe, Prototyping

Tools: Adobe Creative Suite(XD, Illustrator, Photoshop) Figma,Sketch

2016 FREELANCE

UI/UX Designer, 15th January 2016 - 24th September 2017

Worked as Freelance UI/UX designer on various products on the specification, prototyping and implementation of design and ideas.
- Create Ux flow for User Experiences
- Produced pixel-perfect mock-ups and layouts for developers.
- Rapid click through prototyping using Invison App
- Gather client's feedback and make adjustments in UI
- Prepare Zeplin files for development
- Participate in stand up meeting and discuss ongoing UI/UX tasks and goals
- Create prototype in Adobe XD, Sketch

Projects:

Groupama - UX Research, UX Audit, Persona Creation, User Testing, Wireframe, Prototyping

Bayard - Analysis of User experience, User Interface Design

Nextedia- UX Audit and Design Recommendations, User Interface Design

Tools: Adobe Creative Suite (XD, Illustrator, Photoshop)Figma,Sketch, Powerpoint

2014 INFOSYS INDIA LTD - CHENNAI, INDIA
Quality Analyst & Web Designer 26th September 2014 - 08th January 2016

- Collaborate with internal teams to define user interface requirements
- Combine various colors, shapes and typography fonts to improve user experience
- Paint by hand and use drawing applications to design original graphics
- Use visual design software to refine illustrations
- Apply sketching techniques, like gradients and contrasts to enhance digital images
- Present rough drafts to product managers and/or key stakeholders to gain approval
- Develop prototypes and models to use in various products to maximize aesthetic consistency
- Brainstorm new ideas, layouts and graphics. Stay up-to-date with design application changes and industry developments

Projects:

Sensis - Webs Design, Wireframe, Prototyping

Tools: Adobe Creative Suite (Illustrator, Photoshop) Adobe Extension Manager

2013 WIPRO INDIA LTD - CHENNAI, INDIA
Quality Analyst & Graphic Designer, 08th July 2013 - 22nd August 2014

Creating eye Catching adverstisements or a memorable theme. Edit and Manipulate ad presentation according to client specifications. Also communicate with management or international Australian clients in order to determine the appropriate direction of a project. We are required to sketch several layouts for customers. Designing ads for a new project by image editing, logo, designing, floor plan desiging, poster. Quality check the completed task and editing it if needed.

Projects:

Telstra Yellow Pages- UX Research, UX Audit, Persona Creation, User Journey, Wireframe, Prototyping

Telstra White Pages - UX Audit and Design Recommendations

Tools: Adobe Creative Suite(Illustrator, Photoshop, In Design)

2012 MAYIL INTERNATIONAL STUDIOS - CHENNAI, INDIA
Visual Designer, 02nd April 2012 - 25th June 2013

Worked on variety of digital designs and artworks for clients online like image editing, Logo Design ing, floor plan, Brouchure. By working on these designs now I am now able to communicate effective ly, with the client to gather the initial concept designs as well as discuss what feedback and changes the client may wish to implement.

Projects:

In-house - Image editing, Logo Designing, Floor plan, Brouchure, Web Layout

Tools: Adobe Creative Suite(Illustrator, Photoshop, In Design)

2009 MICELLO MOBILE SERVICES INDIA PVT LTD (Now HERE) - CHENNAI, INDIA
Map Designer & Quality Analyst, 16th Nov 2009 - 15th Mar 2012

My role in Micello Mobile Services was to Indoor Cartograph Malls, Convention Centers, Airports, Universities & Casinos in US, UK, Singapore & Japan using Illustrator and Photoshop exporting it to the company built software. Trained theprocess for around 15 newly hired candidates.

Projects:

Yelp, Indoors, Servicenow, July, Sprooki, Ruckus

Tools: Adobe Creative Suite (Illustrator, Photoshop, In Design), Google Earth

2008 BIOSOL AV INDIA LTD - CHENNAI, INDIA
Web Designer, 1st Oct 2008 - 25th Oct 2009

Responsible for creating the design and layout of a website or web pages. Demonstrating and receiving feedback about draft sites. Working on a brand new website and updating an already existing site. Including digital retouching and image editing. Creating the websites that are responsive and appealing. Designing brochures, websites layout, logos, posters, web layout. Designing graphics to a client's precise requirements and brief. Creating and maintaining graphics for company websites.

Projects:

BIOSOL AV - Web Design

Tools: Adobe Creative Suite (Illustrator, Photoshop, In Design)

2008 HSBC INDIA LTD - CHENNAI, INDIA
Debt Management officer, 29th Oct 2007 - 03rd Sep 2008

My role in HSBC PVT LTD was to deal with outside collection team. Maintain computer based information systems on all activities. Deal with routine correspondence with regard to any collection or recovery issues.

Tools: MS Office Suite, (Word, Excel, Powerpoint, Outlook)

2007 SIFY INDIA LTD - CHENNAI, INDIA
Customer Care Executive, 13th May 2007 - 28th Sep 2007

Timely and professional responses to all complaints, request and queries received, proper recording and security of the complaints received, preparing reports on the activities of complaints, request and queries received to ensure complete coordination and follow-up. And to provide the quality of the nswer to customers based on complaints, request and queries.

Projects:

Sify Broadband

Tools: MS Office Suite, (Word, Excel, Powerpoint, Outlook)

Personal Skills

Team Work

Creativity

Organization

Communication

Adaptability

Hobbies & Interests

Designing   Music   Coffee   Photography

Reading Books Cooking   Movies   Travelling

References

References available upon request