

Vinay Narasimhamurthy

USER EXPERIENCE DESIGNER

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A creative user experience designer with 10 years of experience. Strong focus on solving problems using user centered design principles and methods with attention to detail.

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Skills

User Experience Design
User Interface Design
Interaction Design
User Research
Information Architecture
Content Strategy
Usability Testing
Wireframing
Prototyping
Mobile UX (iOS & Android)
A/B Testing

Tools

Sketch
Photoshop
Illustrator
Adobe XD
Axure
Invision
Marvel
Balsamiq
MS Powerpoint, Visio

Experience

Associate Tech Specialist (Lead UX Designer) Tech Mahindra Limited Aug 2016 - Present

Client: Three, Maidenhead, UK

- Lead cross-functional agile teams to implement unmatched experiences that represent the most customer-centric intersection between design, business, content, and technology for many features of Three website and mobile app.
- Close coordination with the product owners to develop a shared vision of the product and then define the experience and design to deliver on the product's objectives.
- Relentlessly simplifying and distilling complex business processes into intuitive, elegant and smooth user experience.

Client: Volvo India Pvt. Ltd., Bangalore

- Lead the end-to-end UX design process for entire telematics web application and mobile app. This included: developing scenarios, use cases, workflows, conceptual sketches, information architecture, wireframes, low-fi and hi-fi visual mockups, interaction flow, click-through prototypes.
- Involved in defining internal UX standards and also provided ux training and workshops to colleagues at all levels of experience.

Senior Interaction Designer Altimetrik India Pvt. Ltd. Oct 2014 – Aug 2016

- Following the user centred design methods, carried out user research, prepared sketches, user flows, personas, scenarios, paper prototypes, low-high fidelity wireframes, clickable prototypes.
- Worked closely with the internal and external stakeholders to understand and communicate UX strategy and business rationale. Involved in conducting heuristic evaluation & providing recommendations and suggestions for improving usability for many web and mobile applications.

Independent UX Consultant May 2014 – Sep 2014

- Consulted on various projects for end-to-end user experience strategies, planning, designing and implementing.

Senior Product Engineer Symphony Teleca Corporation Apr 2013 – Apr 2014

- Worked specifically focussing on the usability aspects of the RPM reporting applications. Helped in redesigning the web application and restructuring the navigation.
- Improved the interface and supported in engineering functions of the project.

Software Test Analyst Hewlett-Packard Globalsoft Ltd. Aug 2007 – Aug 2011

- Mainly conducted usability testing of Vodafone-UK e-commerce applications.
- Collaborated and assisted the UX team with inputs for wireframes and prototypes.

Education

MSc – Information Systems, University of Sheffield, UK January, 2013

BE – Information Science & Engg., Visvesvaraya Technological Univ., IN June, 2007