

Sarat Kumar Penumathy

# Curriculum vitae.

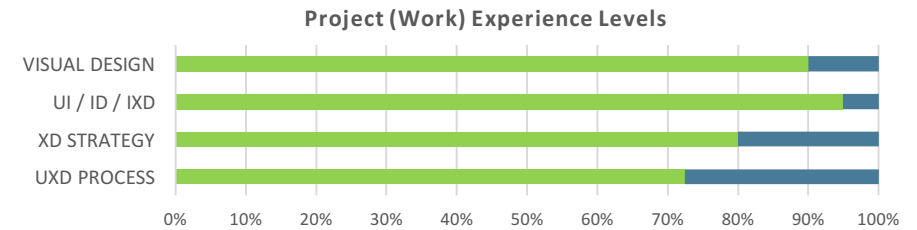
## UI/UX (Digital) Designer

Seasoned design thinker with a passion to create simple and meaningful connections with users through easy-to-use and memorable interfaces which look beautiful and communicate better.

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<b>Portfolio</b>	<a href="http://www.dizillusion.com">www.dizillusion.com</a>
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Expertise in improving performance and profitability of diverse organizations using business & technical analysis, user-centred practices and UI/UX. I offer over 12+ years of work experience in a digital design space. Self-starter & design thinker with an ability to manage & execute experience, interface, visual & interaction design projects.



## Experienced In

- Creating and implementing the visual language set by branding and UI teams
- Creating and advancing interface-wide style guides
- Creating UI/UX patterns & designs for interfaces in collaboration with product owner, cross-functional teams and app developers
- Understanding & executing mobile and web behavioural patterns
- Pitching concepts to teams in various business areas using Hi-Fidelity wireframes and style guides
- Developing UI/UX strategy for applications emphasizing on clear, consistent, usable and visual interfaces
- Extensive experience in business analysis, as is and to-be analysis, creating HLD, OSD documents and creating asserts for interaction and design ideas to colleagues
- Exposure in SDLC and Agile mythologies including Analysis, Design, Implementation & Support
- Website deployment using Word Press

## Skilled & Knowledgeable In

- UI Patterns for web & mobile interfaces
- Collaboration with UX teams in performing creative research, analysis & execution. Conducting workshops, interviews and surveys for qualitative and quantitative research
- User Interviews to develop Point-of-View Statements and UXD (To-Be) process flows
- Developing design prototypes, storyboards, wireframes, requirement specifications and navigation maps for applications
- HTML/CSS and working knowledge in JavaScript & PHP
- Working as part of agile teams & sprints; through business analysis, design & testing
- Prototyping & testing with internal/external participants in moderated/native environment
- Visual prototyping & designing using InVisionApp, Balsamiq, InDesign, Photoshop and Axure
- Skilled in Visual Design for web & mobile applications (modular and responsive designs)

## Tools Mastered

### Design

- Adobe Creative Cloud
  - Adobe Photoshop
  - Adobe Illustrator
  - Adobe InDesign
  - Adobe Dreamweaver
  - Adobe XD
- Coral Draw
- Sketch

### Mock-up / Prototyping

- Paper & Pencil
- Axure RP
- Balsamiq
- Invasion
- Sketch

### Others

- IBM Rational
- Microsoft Visio
- Microsoft Office

## Awards & Appreciations

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- **Best Web Design Professional 2012:** Y-Imagine Excellence Award (India)
- Advanced Diploma in Animation Film Making
- **Won 4 ADEX Awards** in 2 consecutive years for Best Web design/Social Strategy (Year 2010-2011 & 2011-2012) working at *84ideas Media LLC*
- Appreciated by **Microsoft Ventures**
- Appreciated by SAP for B2B Applications UI/UX
- Appreciation by stakeholders for CES 2014, 2015 for Branding & Interface Design (UXD & IxD)

## Industry Experience

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July 2016 - Present

**Self Employed - Freelance Consultant**

Location: **India** // Offshore Team: **United Kingdom, USA, Singapore**

**UI/UX (Digital) Designer**

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Worked with teams and directly with the CEO's to gather requirements, brainstorm, define, and design (new & reinvent existing) solutions for opportunities on the desktop, android and iOS applications. I have extensively used rapid prototyping tools like InvisionApp, Adobe CC and few new tools to quickly create and test ideas, flows, and edge cases to better understand users. Few organizations I worked with in this period are **Karvy, iBot Technologies, VoiceGate India, eAppSys UK and e-resolve UK.**

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Acquired more experience in conducting workshops, interviews and surveys for qualitative and quantitative research. Learnt few tips & tricks in conducting kickoffs & interviews and few myths in executing elements of user-centered practices. Appreciated by SAP for B2B Applications UI/UX and by Microsoft Ventures for XD.

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January 2016 – May 2016

**Nationwide Building Society**

Location: **United Kingdom** // Offshore Team: **India**

**Senior Technical Specialist (Contractor, TCS UK)**

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Worked as a part of Nationwide Mobile Application (agile) team collaborated with project owners, development & architecture team to ensure seamless interactions. Responsible for creating & reviewing OSD, HLBR, use cases, scope matrix, requirement analysis, design and to provide support for development teams.

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Gained knowledge in understanding & designing; for large financial applications and learnt to work with new tools for creating system flow & user flows. Learnt how to implement technical knowledge and analysis skills to ensure development teams get clearer documentation.

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June 2013 – January 2016

**Self Employed - Freelance Consultant**

Location: **India** // Offshore Team: **United Kingdom, Netherlands, USA**

**UI/UX (Digital) Designer**

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Collaborated with distributed teams in various Senior UI/UX roles. I was responsible for leading large projects that involved responsive designs, mobile apps, and desktop applications. I worked with IoT startup's like **iBot Technologies** and organizations like **NASDAQ, Source Mantra, Advent Global, Vultus and Janya Technologies**; to help organize and communicate standards by building web applications, training & mentoring design thinking principles for designers & development teams. I worked closely with sales & production teams to listen and provide guidance to clients through ideation workshops, requirements gathering, and sketching.

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Branding Appreciation for *SourceMantra* for being listed in **Inc500** & top **50 USPAACC** fastest growing company (2013) and appreciation by IoT start-up stakeholders for CES 2014, 2015 for Branding & Interface (IXD)

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April 2010 – June 2013

**84 ideas LLP**

Location: **India** // Offshore Team: **Netherlands**

## **Lead (UI/UX & Branding) Designer**

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In this agency; I worked mainly as a lead (production) designer doing IA, wireframes, experience strategy and visual design production on a variety of projects. By bringing design thinking & user knowledge into the UX department, I sometimes worked backwards from development to stitching UI/UX to ensure business profitability. My time was spent mentoring junior and mid-level designers through hands on training. I excelled in creating user flows, wireframes and pixel-perfect UI's for new applications along with existing apps that needed new features to fit within an ecosystem.

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Learnt from great leadership & teams on effective ways to perform user analysis, extract requirements and test ideas faster. Did courses to learn Business Analysis, capturing client requirements using GAP Analysis (AS-IS and TO-BE) and Manage stakeholders at multiple levels (Business teams, architects, designers, developers and testers)

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March 2009 – April 2010

**Wells Fargo India**

Location: **India**

## **UI & Graphic Designer (*Wells Fargo Communications*)**

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As a UI/Graphic Designer in Wells Fargo Team I interacted with stakeholders (both Business & IT) to produce high-quality visual designs—from concept to execution, including those for desktop, web, and mobile devices at a variety of resolutions (icons, graphics, and marketing materials). Created graphic design for better visual communication, which included print and editorial content.

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Learnt value & importance of planning, interaction and designing; for financial & communication applications from stakeholders & team members and to work with new tools for creating system flow & user flows.

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April 2004 – April 2009

**Self Employed - Freelance Consultant**

Location: **India** // Offshore Team: **United Kingdom, USA**

**UI/UX (Visual & Production) Designer**

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A dynamic role that required selling, requirements gathering, designing, developing, testing, and launching medium/large responsive websites for clients from different industries. Worked with large power distributors, startups and real-estate companies to execute elements of user-centered practices from research, concept to final hand-off to development. Most of the projects also involved business process analysis and process streamlining, which helped me home my analysis and at the same time deliverables as creating visual guides, UI patters for mobile and web helped me improve my designing skills.

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I learned many new skills by being adamant in a fast-paced environment, where I am being put outside my comfort zone.

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## Academic Summary

ADVANCE TRAINING DIPLOMA (2006-2007)

**Advance Diploma in Animation Film Making (ADAFM)**

UNIVERSITY BACHELOR'S DEGREE (2002-2006)

**Bachelor of Engineering in  
(Mechanical-Production Engineering)**

COURSES

**Hands-On Mobile Prototyping for UX Designers,**

**InVision for UX Design (2016)**

**Sketch for UX Design**

**Adobe Photoshop & Lightroom for Web, Mobile & Desktop**

**HCI: Introduction & more**

**IXD: Beyond Basics**

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## Professional References

**iBot Control Systems**

Worked with iBot team on few great projects as UI/UX designer for their Website (marketing website), Mobile and Web Applications.

**Mr. Ravi Subramanyam**

Founder & CEO, iBot Control Systems

Email: [rs@ibotcontrols.com](mailto:rs@ibotcontrols.com)

**Vultus Inc.**

*Worked for projects involved responsive designs, mobile apps, and desktop applications.*

**Mr. Rupak Reddy**

Chief Product Manager, Vultus Inc.

Email: [rupak@vultus.com](mailto:rupak@vultus.com)

# Thank you!

Have a good day ahead.

“Supposing is good, but finding out is better.”

—MARK TWAIN