

Sarat Kumar Penumarthy

# Curriculum vitae.

UI/UX (Digital) Designer

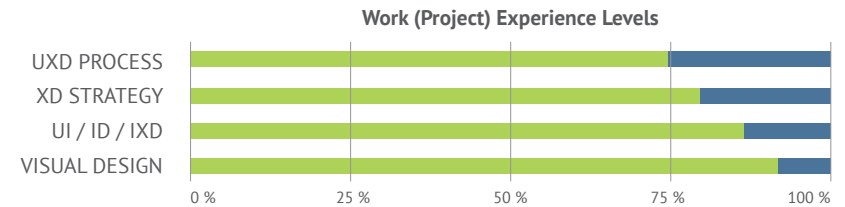
**Phone:** +44 7776358457

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**Portfolio:** [www.dizillusion.com](http://www.dizillusion.com)

**LinkedIn:** <https://uk.linkedin.com/in/psaratkumar>

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

## 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

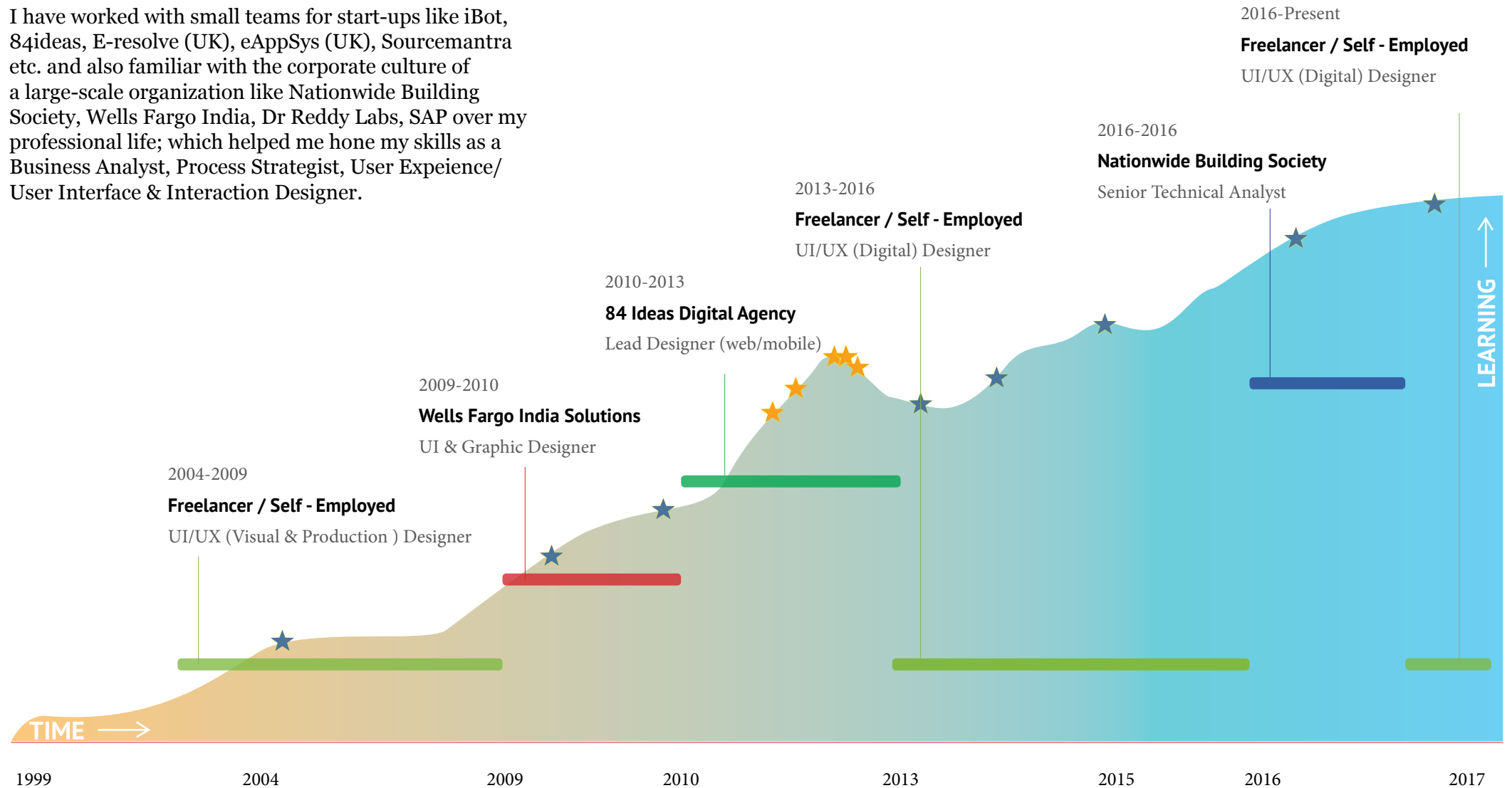
- Axure RP
- Balsamiq
- InvisionApp
- Sketch
- Paper & Pencil

### Others

- IBM Rational
- Microsoft Visio
- Microsoft Office

## Industry Experience Summary

I have worked with small teams for start-ups like iBot, 84ideas, E-resolve (UK), eAppSys (UK), Sourcemantra etc. and also familiar with the corporate culture of a large-scale organization like Nationwide Building Society, Wells Fargo India, Dr Reddy Labs, SAP over my professional life; which helped me hone my skills as a Business Analyst, Process Strategist, User Experience/ User Interface & Interaction Designer.



### ★ Awards

- Best Web Design Professional Award (2012)
- Won 4 ADEX in 2 consecutive years for Best Web design/Social Strategy (Year 2010-2011 & 2011-2012)

### ★ Appreciations

- Branding Appreciation for SourceMantra for being listed in Inc500 & top 50 USPAACC fastest growing company (2013)
- Appreciated by Microsoft Ventures
- Appreciation by stakeholders for CES 2014, 2015 for Branding & Interfacing

# Thank you!

Please feel free to get in touch with me for detailed resume or any queries.

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