

# Sarat Kumar P

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## PROFILE:

I'm an experienced and talented designer who cares about the details and consider **user centered design & interaction design** adoption; more precisely their affordances; to be crucial in creating **usable, effective & intuitive interfaces**.

I like **prototyping and user research** – it helps me think through interaction models and new possibilities.

## SKILLS:

**Research:** Diary & cafe Study / Task analysis, hypothesis & persona creation / Data analysis (Analytics) / A/B Testing & Experiment / Cognitive walkthrough / Heuristic Evaluation

**Design:** UI graphics / Strategy and vision presentations / User flows / Experience maps / Information architecture / Style guides & pattern library / Wireframes & mock-ups with Sketch, Paper & pen & Illustrator / Motion design with Principle, After effects & Adobe XD / Production redlines.

**Prototyping:** Rapid prototyping using Azure RP, Invision, Zeplin, Framer & Keynote / Interactions flows with Principle, Adobe XD & Sketch / Working knowledge of prototyping using HTML/CSS/JS

**Collaboration:** Self Starter / detail Oriented / Flexible & Communicative / Facilitating design critique

\*If you use different tools that works well in your established workflow, I would be happy to learn it.

## WORK EXPERIENCE:

- Sr. UX Designer (Digital/Service) / Contractor at RedRock Consulting**  
Mar 2020-April 2020  
  
I worked as part of an independent team hired to provide **detailed analysis & discovery for a service**. Followed by user research, I worked on creating **user flows, empathy & experience maps**.  
  
**Few asserts delivered:** User interviews, user flows, empathy maps, experience map, discovery report
- UX Designer (Product) / Independent contractor at Dizillusion Ltd.**  
Dec 2019-Mar 2020  
  
I lead a team for **user research, discovery & design testing for a b2b blockchain** product for pharma companies. **UX strategy design** for mobile application for their **SaaS product**.  
  
**Few asserts delivered:** Red-route analysis, user interviews, user flows, experience map, application prototype using Adobe XD & Invision, user testing findings, ux-strategy scope
- Sr. UX Designer (Product/Digital/Service) / Contractor at RedRock Consulting**  
Dec 2018-Nov 2019  
  
I worked on creating new digital products using user-centred design principles. My work spanned from **wireframing to prototyping of the MVP for user testing & research**. Helped improve overall relative product efficiency (approx. +18.75%) & data accuracy (+13%)  
  
**Few asserts delivered:** User interviews, user flows, application prototype using Axure RP, user testing, production asserts
- Lead UX Design (Digital) / Independent contractor at Dizillusion Ltd.**  
June 2018-Dec 2018  
  
Lead a small team of 4 designers to **design, illustrations & asserts for service/experience concepts** for web & mobile applications for an IoT application.  
  
In a different contract as a consultant I worked towards mentoring the current team & worked on creating solutions from **storyboarding, wireframing to information architecture, user journey maps, prototypes, and user-tested** b2b mobile application concept with a distributed team  
  
**Few asserts delivered:** User interviews, user flows, service design documents, application prototype using Adobe XD & Framer, user testing, user-centered design workshops, production asserts

## EDUCATION & CERTIFICATIONS:

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**Human Computer Interaction - HCI:**  
The Interaction Design Foundation

**How to create Instiutive products by imitating physicality:**  
The Interaction Design Foundation

**Emotional Design – how to create products people will love (ongoing):**  
The Interaction Design Foundation

**Mechanical Production Engineering:**  
Osmania University

- Presented research paper on “how case base reasoning can be used for creating effective AI”
- Created a design proposal & designed prototype for a gear-less transmission system for low speed / high torque systems.

## AWARDS & RECOGNITION:

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**Recognition for product design and work done on UX for digital/service design** by stakeholders -2019/2020

Appreciated by **Cisco Launchpad for innovative product solution & interaction design** – Schrocken Inc. 2018

**Recognition from stakeholders for branding & UI/UX** work for their representation at CES 2014, 2015.

Appreciated by **Microsoft Ventures, SAP, NASCOM and NASDAQ** for assistance in UX for their apps.

**Best Web design/Social Strategy 4 ADEX Awards** in two consecutive years - 2011, 2012

**Best Web Design Professional**  
Y Imagine excellence award-2012

*Please request for references, if you want to know more about my work & process*

● **Sr. UX Designer/ Contractor at Nomensa (Bristol)**  
Dec 2017-June 2018

I worked **cross-functionally** to design Contact & Support tool, incorporating research & **creating prototypes for testing**

**Few asserts delivered:** User-centered design workshops, User flows, application prototype using Axure RP, user testing

● **Sr. UX/UI Design (Product/Digital) / Independent contractor**  
June 2016-Dec 2017

Worked primary with B2B companies associated with ORACLE, SAP, CISCO & NASCOM in refining their design processes and design teams.

I worked on future vision of products for industrial IoT and products for in home experience. Worked closely with CEO and CTO to create series of apps and their user flows. I contributed to team efforts with interaction design, UX and overall visual design, as well as motion design for interceptions and prototyping.

Worked on a confidential project with a Fintech start-up creating their design system and improving their application using user research. Helped raise \$1M+ by realigning & defining branding & long term UX design strategy.

**Few asserts delivered:** User-centered design workshops, User flows, application prototype using Axure RP, user testing

● **Senior Technical Specialist (Digital) / Contractor at Nationwide Building Society**  
Dec 2016-June 2016

Worked as a part of nationwide banking application team responsible for ‘Functional Analysis and Design’, As a part of the team I helped create use case examples, information architecture and used IBM rational to create flows. I also worked with the Engineering and UI teams to understand and improve overall productivity

**Few asserts delivered:** User flows, User case examples, Interaction diagrams using IBM Rationale, Technical feasibility workshops

● **UX/UI Designer / Independent contractor**  
Dec 2013-June 2016

● **Lead Designer / 84 ideas LLP**  
Dec 2010-June 2013

● **UI & Graphic Designer / Wells Fargo India Ltd.**  
Apr 2009-April 2010

● *Please view my complete work experience since 2004 on LinkedIn.*