

A.J. UMA SHANKAR

**SR. VISUAL DESIGNER/
UX CONSULTANT**

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ACADEMIC OVERVIEW

- **Certified User Experience Designer**, UX Mint Design and Research Lab, 2016 - 2017, Chennai.
- **Diploma in Digital Visual Media** In Animation Image Infotainment Pvt. , 2007 - 2008, Chennai.
- **Bachelors in Visual Communication**, Madras University, 2003 - 2006, Chennai.
- **Higher Secondary (10+2)**
Jain Vidhyalaya Matriculation
Higher Secondary School,
2000 - 2003, Chennai.

PERSONAL INFORMATION

Date of Birth: 27-02-1986

Gender: Male

Martial Status: Married

Languages Known: English, Tamil.

PROFESSIONAL EXPERIENCE

SENIOR VISUAL DESIGNER/UX CONSULTANT

Cognizant Technology Solutions,
Chennai,
April 2018 - Till Date;

PROJECT LEAD (UI/UX/E-LEARNING)

Origin Learning Solutions,
Chennai,
February 2012 - February 2018;

SENIOR ART & MEDIA DEVELOPER,

Skill Soft India,
Chennai,
September 2007 - February 2012;

GRAPHIC DESIGNER,

Eternity Services,
Chennai,
October 2006 - August 2007;

PROFILE

A assiduous professional having 12+ years of experience in User Interface and Experience Designing, Project Coordination, Training and development, Client Servicing & Customer Support, Administration Management, and Quality Assurance. Has extensively worked in E-Learning Instructor Led and Web-Based Solutions on various projects over the last ten years. I carry expertise in creating User Interface Layouts, UI (Wireframes- Web & Mobile), Flyers, Brochures, Social Media Prototypes, Web Banner, Icons Creation, Background Designs and Logo Designs. Owing to strong technical background, I can meticulously carry-out conceptualization and planning of layout & design of graphics and incorporation of special effects.

CORE COMPETENCIES

GRAPHIC/VISUAL DESIGN TOOLS:

- Adobe Creative Suite
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe Animate
- Adobe Fireworks
- Coral Draw (*Print*)
- QuarkXpress (*Print*)
- Pagemaker (*Print*)

UI/UX DESIGN TOOLS:

- Adobe XD
- Sketch
- Balsamiq
- Adobe Dreamweaver

E-LEARNING DESIGN TOOLS:

- Articulate Storyline
- Adobe Captivate
- Lectora
- Sum Total LMS (Basics)

E-LEARNING DESIGN SKILLS:

- UI Design
- Instructional Design
- Interactive Videos
- Animations
- Custom Interactives

VIDEO DESIGN TOOLS:

- Adobe Premiere
- Adobe After Effects
- Camtasia Studio
- Screen Flow
- Vyond

GRAPHIC/VISUAL DESIGN SKILLS:

- Logo Design
- Magazine
- Flyers
- Mailer
- Brochures
- Infographics
- 2D Character Digital Illustrations
- 3D Character Digital Illustrations

UI/UX DESIGN SKILLS:

- Design Thinking
- User Interface Design
- Interaction Design
- User Research
- Competitive Analysis
- Personas
- Root Cause Analysis
- Conceptual Mapping
- User Scenario
- Card Slotting
- Information Architecture
- Affinity Mapping
- Usability Testing

PROJECT MANAGEMENT SKILLS:

- Team Handling
- Effort Projection
- Client Servicing and Support
- Resources Utilization
- Resources Projection
- Time Sheet Management
- Efficiency Tracking
- Maintenance Tracking and Support
- Vendor Management

WORK EXPERIENCE

April 2018

Present

SENIOR VISUAL DESIGNER/UX CONSULTANT (*PRODUCT AND E-LEARNING*)

COGNIZANT TECHNOLOGY SOLUTIONS

- Developing Low and High Fidelity Prototype Designing (web/mobile) in Adobe XD.
- Creating Wireframes, Mind map / Information architecture Designing.
- Creates Standard Operating procedures for product design consistency.
- Monitor the usability testing and evaluation of products based on industry best practice and provide guidance and management of the process.
- Conceptualize original ideas that bring simplicity and user friendliness to complex design roadblocks.
- Responsible for the development and direction of design and research that is aimed at improving current products and generating ideas for new products and services.
- Creating learning and development programme for Clients based on requirements.
- Creating the training programme for employees (internal and external).
- Creates Standard Operating procedures for Learning material design consistency.
- Observe the client understanding and training programs output and improvise the standards based on collected data on research method.
- Responsible for the development and direction of design and research that is aimed at improving current learning materials and generating ideas for new training.

February 2012

February 2018

PROJECT LEAD (UI/UX/E-LEARNING)

ORIGIN LEARNING SOLUTIONS

- Create animations for the entire e-learning course using input from instructional designers and graphics.
- Responsible for support, research, create, develop and implement products and service concepts across various service areas in product development and service design.
- Collaborate with product management and hospitality, engineering to define and implement innovative solutions for the product direction, visuals and experience.

September 2007

February 2012

SENIOR ART & MEDIA DEVELOPER

SKILL SOFT INDIA

- Create animations for the entire e-learning course using input from Instructional Designers and graphics.
- Develop on-line tutorials following current department processes and best practices that are on time, technically accurate, and of the highest quality standards.
- Conceptualization and planning of layout and design of graphics, special effects to be incorporated and Animated the graphic.

October 2006

August 2007

GRAPHIC DESIGNER

ETERNITY SERVICES PRIVATE LIMITED

- Responsible for visual and instructional integrity with business requirements.
- Creating layouts and advertisements, web banner animations, icons, background designs.



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