

Deeptha (Dee) Kandan

Product / UX UI Designer

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SKILLS

DESIGN

Axure
InVision
Sketch
Photoshop
Illustrator
InDesign

RESEARCH

Information Architect
User Survey
User Story
User Journey
Usability Research
Scenario Inquiry
Storyboarding
Affinity Diagram
Wireframe
Brand Style Guides
Prototyping

HANDS ON

Conceptual Design (UI)
Interaction Guide
Logo Design
Marketing Collateral
Iconography

KNOWLEDGE ON

Sketching
Animation
HTML
CSS
JavaScript
jQuery

EXPERIENCE

Aug 2017 NAAMTECH | Rhodes, **Product Designer**

Present **Products:** Multiple products. Please check [my portfolio](#) for the products I worked on at NAAMTECH.

Responsibilities: To: Create product solutions using Design Thinking Process/Lean UX to solve business problems. Facilitate the vision of the product by researching, conceiving, sketching, prototyping and usability testing (some cases gorilla testing) for digital products. Articulate solutions through user flow and lo-fi wireframe. Test and validate the solution through prototype. Design and validate workflows and interfaces through iteration. Partner with engineers, UI designers to drive alignments. Mentor UI team and Junior UX team members.

Achievement: Implemented 5- stage Design Process across the enterprise. This helped put User Experience at the center of Product Design and Development.

May 2016 Perception Group | North Sydney, **Lead UX/UI Designer**

Nov 2016 **Product:** The product "People Intelligent" is a People Analytics tool used by employers to make hiring decisions and performance management. The main functions of the product are screening, predictive analytics and performance management. The product is tailored during deployment to suit each customer.

Responsibilities: Partner with Engineers & Researchers to oversee and design the core experience of their product "People Intelligent". Implemented User Centric Design Framework across the company. Identified problems through stakeholders' interviews and user research on people management industries. Worked closely with Engineers to revamp the product usability. Managed a medium size multi-located Development Team including mentoring juniors.

Oct 2015 ResMed | Bella Vista, **UX/UI Designer**

May 2016 **Product:** myAir mobile app. Please check [my portfolio](#) for more details on myAir app.

Responsibilities: Illustrated solutions through user flow and lo-fi wireframe. Tested and validated the solution through prototype. Designed and validated workflows and interfaces through iteration. White boarding and gorilla tested with team to solve problems. Responsible for Prototyping, product Workflow/Task flow and Usability. Conducted user requirements analysis including scenarios, task analysis and surveying real time users. Facilitated usability testing. Partnered with engineers to drive alignments

EDUCATION

Bachelor of HRM

2003 - 2006

Bharathidasan University

Certification Creative Design

2009

Institute of Multimedia Art and Graphic Effects (IMAGE)

- Aug 2015 The Hallway | Glebe, **Designer**
- Sep 2015 **Product:** Revamped BOQ ATM screens and various other projects.
Responsibilities: Redesigned user interface for BOQ (Bank of Queensland) ATMs. Explained solution through lo-fi wireframe. Created responsive Webpages, wireframe for Websites using Photoshop. Designed and validated interfaces for mobile first websites. Designed infographics, brand design and concepts.
- Jun 2015 GeeCee Solutions | Quakers Hill, **UX UI Consultant**
- Aug 2015 Identified problems through stakeholders' interviews. Explained solution through lo-fi wireframe. Create Mock Ups and design websites using Photoshop, Axure. Create Storyboards, Sitemaps, Process flow and Wireframe for Websites.
- Apr 2015 Kutung Labs | Chennai, India, **UX UI Designer**
- Jun 2015 **Products:** Multiple products. Please check [my portfolio](#) for the products I worked on at Kutung Labs.
Responsibilities: Researched and identified problems through stakeholders and user interviews. Explained solution through IA, task flow, user flow and wireframe. Designed and validated the workflows and Interfaces through iteration.
- Sep 2013 tringapps | Chennai, India, **Senior Creative Designer**
- Mar 2015 **Products:** Multiple products. Please check [my portfolio](#) for the products I worked on at tringapps.
Responsibilities: Researched and identified problems through stakeholders and user Interviews and user Research on multiple industries. Explained the solution through user flow and lo-fi wireframe. Tested and validated the solution through prototype. Designed and validated workflows and interfaces through iteration. Partner with engineers, UI designers to drive alignments
- Sep 2012 Sevenstonez Inc | Chennai, India, **Creative Designer**
- Sep 2013 Identified problems through stakeholders' interviews. Explained solution through lo-fi wireframe. Designed and validated the interfaces through iterations. Designed brands and collaterals and delivered print ready arts
- Aug 2010 Purple Mango Creative Solutions (P) Ltd | Chennai, India,
- Aug 2011 **Web & Graphic Designer**
Designed and validated the interfaces through iterations. Developed the solution. Designed brands and collaterals and delivered print ready arts
- Mar 2010 Global Trendz Technologies | Chennai, India,
- Jul 2010 **Web & Graphic Designer**
Designed and validated the interfaces through iterations. Developed the solution.
- ### OTHER WORK EXPERIENCE
- Nov 2007 Gupta Garments | Chennai, India, Merchandiser
- Mar 2009 Workout costings for new orders. Handled multiple account by following up the orders till shipping.
- May 2006 Eastman Exports | Tirupur, India, Merchandiser
- Oct 2007 Followed Up order till shipping. Maintained liaison between buyer and production