

KARTHIK RAMAMURTHY

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5 YEARS OF USER EXPERIENCE DESIGN &
8 YEARS OF VISUAL DESIGN

<https://karthikramamurthy.webflow.io>

DIGITAL PRODUCT DESIGNER

Independent

Oct. 2019 -till now

THE PRODUCT

Provides secure texting between Doctors, Nurses and Patients.

THE PROBLEM

- Design is outdated and it is not catering well to the new users.
- Scalability issues, adding more features in the current UI is a problem
- The iOS app isn't following the Apple's Human Interface Guidelines

THE PROJECT

Deigned with align to the latest design trends as well as compatible with different demographics.

Teamed up with Product owner and developers in an agile environment.

Daily Scrum calls with Design validations and Development review.

App is under validation of App Store.

ACHIEVEMENT

1000+

Customers/Hospitals

1M+

User

SENIOR UX DESIGNER

TATA Consultancy Services

Oct. 2018 - Sept. 2019

THE CLIENT

H & M.

THE PROJECTS

In the Brief period of 1 year as Senior UX Designer working for H & M's Innovation lab, I was responsible for coming up with new ideas to develop quick prototypes in an agile environment.

Also, as part of Software factory, I designed,

1. Sustainability Management Tool (Web App):

Target Users - Top Management Executives and Regional Managers

Purpose - To be 100% sustainable in a period of 5 years.

2. Digital Wardrobe (iOS App):

Target Users - All H & M Customers

Purpose - Re-commerce with online customers and make it easy to select apparels based on their personal collections and suggest fashion tips.

3. Take Care (Web and Mobile App):

Target Users - H & M Customers with need to repair their clothes

Purpose - Making it easy for the customers to handle repairing of their apparels.

UX/UI DESIGNER

TATA Consultancy Services

Oct. 2016 - Sept. 2018

THE CLIENT

British Telecoms

THE PROJECTS

In 2 years of time as the sole UX/UI Designer, I designed Responsive Dashboards for the Smart Products based on IoT, which includes

1. Smart Parking Android App for British Telecom employees
2. Smart Office Responsive Dashboard used by Admin of their Office Building and the employees to find an empty desk and book for the space.
3. Smart Data Center Responsive Dashboard for Data Center Admin and foreman to check the temperature, humidity and open doors through sensors
4. Smart Fleet (For Stobbart) Web Dashboard to keep track of the logistic trucks carrying Blockades during flood in London and other part of the country. The product was used to track 1500 trucks in real-time.

ACHIEVEMENT

1500

Trucks tracked

1000

Users (admins, loadmaster, IT)

UX/UI DESIGNER

Social Media Workplace

Re-imagination,

TATA Consultancy Services

Oct. 2015 - Sept. 2016

THE PRODUCT

FRESCO - An web and mobile app for over 3 Lakh TATA Consultancy

THE PROJECT

As a beginner in User Experience, worked with the Workplace Re-imagination Team on the FRESCO App, which is a mix of Skype, Slack, WhatsApp and Dropbox.

Assisted the UX lead in conducting User Interview, who were selected based on their years of experience with the company, usage of the employee portal and the designations.

Participated in ideation workshops with Clearleft and design thinking workshops by the company.

Designed icons and secondary screens for the iOS app.

ACHIEVEMENT

3,00,00

Users (TCS employees)

UI DESIGNER

Analytics & Insights,
TATA Consultancy Services

July 2011 - Sept. 2015

THE WORK

As my primary work in Analytics & Insights Department, I designed

- quick mockups for the sales & marketing team,
- different infographics depicting the datas and the analytics,
- 100s of beautiful Powerpoint slides and couple of infographic animations,
- beautified the in-house portal,
- e-mails, Customer Exhibition Centre, Standees, ODC Posters and wallpapers

DESIGN HEAD

TAXI Magazine

July 2009 - June 2011

THE WORK

As the Design head for the TAXI Magazine (a fashion & lifestyle magazine), I was responsible for the Magazine to be designed, printed and delivered on-time every month. I had a Graphic Designer to assist me in processing photos and design the ad-hoc design projects, which include designing ads as a service.

A typical month starts with

- Brainstorming to select the Fashion models for cover page and the articles,
- Creating mood boards and flat plan to structure the Magazine pages,
- Looking through hundreds of photo to select the perfect photo for cover,
- Design the advertisement for the clients.

GRAPHIC DESIGNER

Teledata Marine Solutions

Feb. 2007 to June 2009

THE WORK

I started my design career at Teledata Marine Solutions with a combination of 2D animations and Graphic design. The primary work was to

- design the User Interface for Web based Training Modules in Flash
- design animations for the e-learning project. Marine students across Singapore and India were the users.
- additional responsibility as Indesign Expert to design the e-learning study materials as printable documents.
- design Brochures and posters

AWARDS

CERTIFICATE OF EXCELLENCE

Awarded by TCS Interactive Design Studio for my crucial role in designing a PoC for IKEA

ON THE SPOT AWARD

Awarded by H&M for my UX/UI Contribution

PROCESS & TOOLS

MY UX PROCESS

Research
Plan
Ideate
Prototype

DESIGN

XD
Sketch
Axure
Illustrator
Indesign
Photoshop

WIREFRAME / PROTOTYPE

Invision
Marvel
Proto.io
Axure

MOTION DESIGN

After Effects
Principle

EDUCATION

DIGITAL USER EXPERIENCE DESIGNER

UX Mint, May 2015

ADVANCED DIPLOMA IN MULTIMEDIA

ARENA Multimedia, December 2006

BACHELOR OF CORPORATE SECRETARYSHIP

University of Madras, May 2015

SOCIAL MEDIA

BEHANCE

/rkarthik

LINKEDIN

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