**Lead UX Designer**

**Karthick Tamilselvam**

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**Professional Summary:**

**12.7 Years** of **IT Experience** in Lead **UX Designer** having an outstanding strategic manner able to define forward- thinking road-maps combining a keen awareness of emerging technologies and social platforms with exceptional visual design expertise to drive **GUI** concepts and **UX Flows** that achieve corporate vision for front-end usability. I have all phases of **UX/UI Design Wire-frame** and software development process.

**Develop project plans, monitor progress, track project performance**. Assess and manage project risk, escalating to management as needed. Create and maintain project documentation. Prepare for and facilitate client meetings. Provide feedback to ensure all changes are complete and accurate. Prepare slides for client review.

Plan and schedule **internal and external meetings, reviews, workshops**. Adjust priorities as needed. Coordinate work with internal design team Participate in project retrospectives and post-mortems.

**Tools**

**Sketch,**

**Axure RP,**

**Adobe XD,**

**Adobe Photoshop,**

**Adobe Illustrator,**

**Figma, Figjam**

**InVision,**

**Mendix,**

**Jira**, **Power BI**,

**TABLEAU, Flutter,**

**Confluence, AEM**

**Skills**:

**UX Design**

**AI Conversation**, **Copy Writer,**

**Story boarding, Amazon Connect, Wire-frame, UX Strategy Prototype, HEXA, Agile UX, Digital Product, IoT**

**Salesforce Lighting UX**

**Enterprises, Product Design**

**Interaction Design, AWS**

**Design Information Architecture**

**User Centered Design, CX,**

**Visual Design**, **Rapid Design,**

**Accessibility Development UX,**

**Artificial Intelligence (AI), PPT,**

**HCI Design Process knowledge,**

**Motion Graphics, Animation**

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**User Interface**

**HTML4, HTML5, CSS2, CSS3, Salesforce (LWC and Aura Components), Bootstrap, Ajax, jQuery**, **Angular.js**, **React.js**,**Responsive Design**, **XMT**, **DOM,GIT, SEO, MS Word, WCAG,SaaS UX UI, SAP UX UI, UiPath, JAVA, PHP, WordPress, Drupal – Frontend UI UX Design & Development**

**UX Research**

Interview, Contextual inquiry

Usability testing, Comparative analysis, Statistical analysis, Survey [UX Booth](https://www.uxbooth.com/), [Usability Geek](https://usabilitygeek.com/),

## [UXmatters](https://www.uxmatters.com/),

**Testing**

**QA,**

**Manual Testing,**

**User Testing,**

**A/B Testing**

**My UX Process Flow:**

**01**

**Learn**

**02**

**Explore**

**03**

**Prototype / Wireframe**

**04**

**Refine & Usability Testing**

**05**

**Deliver**

* **LEARN:** Gain knowledge of users, context, and technologies, gather user data, research competitive products, conduct interviews and filed studies.
* **EXPLORE**: Build user profiles on gathered data, produce materials that will aid the outlining of the project, site maps, content inventories, screen flows, navigation models, task flows, user journeys, scenarios.
* **PROTOTYPE:** Evaluate, test, and select wireframe concepts for prototype development.
* **USABILTY TESTING:** Evaluate design with stakeholders to obtain feedback and conduct usability testing.
* **DELIVER:** Complete design and produce deliverables.

## Overall UX Experience:

* **Overall 15+ Years in UX Design**, **Still am working individual contributor role as well.**
* **CX**: Customer experience design is the process design follow to optimize customer experiences at all touch points before, during and after conversion. customer experience refers to the sum of every interaction a customer has with a business, both pre- and post-sale, the customer experience strategy **defines the actionable plans in place to deliver a positive, meaningful experience across those interactions**.
* **AI** : HCI, UX and CxD, with my team, we developed and documented rules and best practices for building conversational SMS that included prototyping diagrams understanding of the tools, AI, and goals of our clients in general, in order to contribute thoughtful improvement ideas to our tools, templates, and use of linguistic principals.
* **B2B I have** involves selling products or services to businesses, while **B2C** involves selling products or services to consumers.
* **Dialog UX**: Project conversation between the system and the user. when the system needs input from the user or to give the user urgent information concerning their current work flow.
* UX design with **USA State Client**, **Medical, Pharmacy**, **Oil & Gas, Salesforce Lighting, Product Design**, **Digital Product, Cosmetics, Design Commerce (Product, Store, Customer, Payment), Healthcare, Insurance, E-commerce, Banking, E-commerce, Enterprise, Networking, Telecommunication, Wireless, all** **domain experience.**
* **Amazon Connect:** enables intelligent automation at all stages of the customer journey with fully-integrated, self-service capabilities including chat bots, task routing, and interactive voice response.
* **Agile UX Process Flow, Section 508 accessibility standards.**
* **Service Portal experience 5years UX UI Wire-framing.**
* **HEXA** design thinking principles. Improve decision-making processes collaboratively for existing and new projects. Continuously document existing and potential bottlenecks for future improvement explorations.
* Mobile Design Experience **UX Patterns Wire-framing(iOS and Android).**

**Onsite Experience:**

**Company: Robert Bosch**

**Germany (Immenstaad, Stuttgart, Berlin) – 2015 to 2016**

**Company: Connvertex Technology**

**Project1: Connvertex Technology - South Jordan, UTAH, USA – 2018 – 2019**

**Project2: Chevron – Houston, Texas, USA – 2019 – 2020**

**Project2: Department of Transport – Austin, Texas, USA – 2020 – 2021**

**Company: HAN IT Staffing**

**Project1: Salesforce through Cisco Project, Austin, Texas, USA – 2021 – 2022**

**Project2: Capgemini through Barclays Project, Austin, Texas, USA – March 2022 – Oct 2022**

**Project3: Toyota Project, Austin, Texas, USA – Nov 2022 – Dec 2023**

**Company: Zenith Infotek**

**Project1: Tech Mahindra through DISH Netwrk Project, Austin, Texas, USA – 2024 Feb – Till**

**Project Domain Experience:**

* **Medical,Health-care, Pharmacy, E-Commerce, Enterprise Application**

**Project: Johnson & Johnson –** Company **– Capgemini**

**Project: Chevron**  **– TechMahindra**

* **E-Commerce, Enterprise, Telecommunication, Digital Domain, Wireless, Salesforce, PNM**

**Client: Verizon (Project Management Experience in 2016 to 2018) – Aricent Technologies**

**Client: Department of Transport -- Telecommunication Domain Project with AT&T.**

* **Insurance and Banking with E-Commerce, Enterprise Application**

**Project1: Citi Bank - Range Communication Pvt Ltd**

**Project2: MoneyGram – Opteamix Pvt Ltd**

**Project3: Barclays (Finance Project) – Capgemini**

 **Project3: Take3tech (Finance Project) – Opteamix Pvt Ltd**

* **Oil and Gas, Salesforce**

**Project - Client: Chevron – TechMahindra**

* **Product, Cloud (Single Sign On)**

**Project: IBM – Ilantus Technologies**

* **Digital Product, IOT, Enterprise Application, Salesforce – Location: Germany**

**Robert Bosch**

* **eLearning, Social Domain**

**Hurix Systems**

* **Airline**

**Project - Client: Jetbule Airlines – Department of Transport (State Client)**

**My Responsibilities UX Design:**

* **Creating user-centered designs by understanding business requirements, and user feedback**
* **Creating user flows, wireframes, prototypes, and mockups**
* **Translating requirements into style guides, design systems, design patterns and attractive user interfaces**
* **Designing UI elements such as input controls, navigational components, and informational components**
* **Creating original graphic designs (e.g. images, sketches and tables)**
* **Identifying and troubleshooting UX problems (e.g. responsiveness)**
* **Collaborating effectively with product, engineering, and management teams**
* **Incorporating customer feedback, usage metrics, and usability findings into design to enhance user experience.**

**My UX UI Design Work Experience below:**

**Banking Finance:**

**1) https://www.take3tech.com/ (It will work all browsers and tablet)**

**2) https://www.citiworldprivileges.com/sg-singapore(It will work all browsers and tablet)**

**3) https://www.moneygram.com/us/en/send-money-online (It will work all browsers and tablet)**

**4) https://www.opteamix.com/ (It will work all browsers and tablet)**

**Telecommunication and Wireless:**

1. **Verizon Internal project experience in VISE (Verizon integrated service engine).**

**Cloud Application (Digital Application):**

1. **https://www.ilantus.com (It will work all browsers and tablet) (IBM Single Sign on Project)**

**Automotive Application Product Designer:**

1. **Bosch 360 degree parking website for internal host ON Germany Onsite Project.**
2. [**https://www.boschtools.com/us/en**](https://www.boschtools.com/us/en)
3. **https://www.bosch.com/en/com/home/index.php# (It will work all browsers and tablet)**

**Creative Design Application:**

1. **https://www.principals.com.au (It will work all browsers and tablet)**

**Health-care with (Medical, Pharmacy)**

**9) https://www.jnj.com/healthcare-products (Pharmaceutical, Medical, Health-care)**

**10) https://www.janssen.com (Pharmaceutical, Medical, Healthcare)**

**Real Estate:**

1. **https://www.primrosevillas.com/ (It will work all browsers and tablet)**

**E-Learning:**

**12) https://www.hurix.com (It will work all browsers and tablet)**

**Salesforce Application with Telecommunication:**

**14) https://media.dish.com/ - Salesforce Application**

**15) https://dish.com - Salesforce Application**

**E-Commerce:**

1. [**https://www.zazzle.com**](https://www.zazzle.com)
2. **https://www.citiworldprivileges.com/**

**Native App Design:**

**1) Bosch Tool box (Automotive with Product)**

**2) Johnson Johnson 7minute working out (Health-care)**

**3) Effective Engagement (Oil and Gas)**

**4) Verification and Validation (Oil and Gas)**

**Professional Experience:**

**Client: Tech Mahindra -- DISH Feb 2024 to Till**

**Role: Lead UX UI Salesforce Designer**

**Location: Dallas, Texas**

**Project: DISH Developer Portal**

**Business Value and Strategy:**

Self-service support hub, Trust signal, Communication nexus for stakeholders and key Dev tool.

FirstNet Developer Portal: Develop cutting-edge public safety apps using advanced APIs and award-winning optimization tools.

Flexible: Our customers can design their ideal solutions by leveraging the DISH modular and rapidly scalable ecosystem.

**Skills: Figma Fig jam, Wireframe, Visual Design, HTML4, HTML5, CSS2, CSS3, Salesforce (LWC and Aura Components), Bootstrap.**

**Project1: TABLEAU, Project2: Salesforce Project 3: SAP UX UI**

**Tool – Figma:**

Figma is best the design process is much faster than other software. This software saves time by cutting out the need to upload files and try to find layers. Figma is a vector-based design tool.

**Client1: Toyota Nov 2022 to Jan2024**

**Role: Lead UX Designer**

**Location: Houston, Texas (Remote)**

**Project: Audio, Video, CarPlay Option**

**CarPlay Apps:**

**UX 300e is being upgraded for 2023** with an extended all-electric driving range and a new multimedia system.

**UX gets new Elegance Special Edition and F SPORT Design models that provide unique enhancements**. The Elegance Special model gets a refined and distinct interior featuring a unique acorn interior design with exclusive steering wheel with grey stitching.

**iPhone to the Toyota USB Port with a Lightning® connector. Choose “Apple CarPlay” on the Toyota Entune™ 3.0 touchscreen. Press Menu > General > Apple CarPlay**.

Interface with an 8-inch standard touchscreen or an available 12.3-inch touchscreen, as well as the addition of an F SPORT Design grade and F SPORT Handling grade (Lexus ES 350 and 300h).

**Tool – Figma, Power BI**, **TABLEAU, Wire-framing**

Figma is best the design process is much faster than other software. This software saves time by cutting out the need to upload files and try to find layers. Figma is a vector-based design tool.

**Client: Barclays Bank through Capgemini Apr 2022 to Oct 2022**

**Role: Lead UX Designer**

**Location: Austin, Texas (Remote)**

**Project: Salesforce LWC**

**Lightning Apps:**

Apps work within the “Lightning” framework — which uses the Lightning design system and allows the team to add functionality to the application. The Lightning framework works very much like Google Material and Google Apps, whereby they are all united by a unified architecture and design system,

where you can switch “apps” and views depending on the products you have enabled. These apps have the same design system and use the Lightning modules. We are working on the Service Console, this is the system will be using (CRM/Sales Cloud, Service Cloud, Marketing Cloud)

**Tool – Figma, Figjam**,  **Adobe XD, Power BI**, **TABLEAU, Wire-framing**

**Client: Salesforce through Persistent System Sep 2021 to Mar**

**Role: Lead UX Designer**

**Location: Austin, Texas (Remote)**

**Project: Connected Console**

**CRM/Sales Cloud:**

This is the heart of the system which allows sales teams to operate. Pipeline, Customer CRM, Leads, etc.

**Service Cloud:**

This application gives you the ability to create cases within Salesforce. It also adds a Knowledgebase to the functionality.

**Marketing Cloud:**

This lighting app has journey builders, email, and marketing automation.

**Tool – Figma, Sketch , Power BI**, **TABLEAU, SAP UX UI, Wire-framing**

**Connvertex Technologies Pvt Ltd June 2018 to Sep 2021**

**Client:1**

**Department of Transport (DOT) June 2020 to Sep 2021**

**Role: Lead UX Designer**

**Location: Austin, Texas**

**Project: Department of Transport (DOT) – Redesign DOT Website**

* TxDOT is undertaking a complete rewrite and redesign of TxDOT.gov. Design, and functionality decisions made for the new site are data proven, TXDOT will be conducting research of internal and external user goals and needs during the project’s Phase 1.

Phase 2: **Airline Travel Support - Jetbule Airlines**

## Survey Goals:

This survey will be used to:

* who the stakeholders are in the RR/RD project? AWS Data Exchange to enable data.
* Accessibility Development UX, **Accessibility**, on the other hand, is concerned with whether all users can access an equivalent **user experience**, however they encounter a product or service
* Using tool Figma to create design. Understand their roles and how they conduct their duties
* Identify the customer base they serve
* Find out if and why stakeholders think change needs to happen
* Learn their thoughts of the current site and processes involved in working with it
* Learn what they think works and what doesn’t

**Tool – Figma, Invision, Power BI**, **TABLEAU, Wire-framing**

**Client:2**

**Chevron (Oil and Gas) --- Tech Mahindra May 2019 to April 2020**

**Role: Lead UX Designer**

**Location: Houston, Texas**

**Project 1: Effective Engagement (Health care domain)**

Effective leadership engagement is critical to serious injury and fatality prevention through control of work. This guide is a tool for managers and supervisors to prepare for or conduct workforce engagements aimed at identifying hazards and assuring safeguards.

**To use this guide:**

• Consult “common sections” for broader safety discussion topics.

• Choose appropriate work type for specific engagement guidance.

• Medical devices to analyst the report of contractors.

• Engage workforce during an appropriate break in work and seek an active, constructive conversation.

**Project 2: V&V Coaching (Health care domain)**

The Verification and Validation (V&V) Coaching Program aims to standardize the upstream organization’s approach to verifying and validating safe work practices, with the goal of preventing serious incidents and fatalities. Validating Medical devices to analyst the report of contractors.

**Verification:** The purpose of verification is to evaluate the workforce’s knowledge and understanding of the applicable codes, standards, and requirements of SYLA. This is achieved through observation and engagement.

**Revalidation:** Revalidation is a follow-up engagement with the crew if the V&V team identifies significant opportunities in knowledge or demonstrated competency of the applicable safeguards, codes, standards, and/or requirements.

**Tool – Figma, Adobe XD, Power BI**, **TABLEAU, Wire-framing**

**Client:3**

**Connvertex Technologies Pvt Ltd June 2018 to May 2019**

**Role: Lead UX Designer with Solution Architect**

**Location: South Jordan, Utah**

**Project: Immivertex (IBM Partner)**

**Location: South Jordan, UTAH**

**Flow Process:**

* **Meet Immivertex.**
* **Use Immivertex on any kind of Device!**
* **Salesforce Lighting UX, built on everything we learned from Professional, Immivertex is a fresh look at Immigration Filing which bring backs your time.**
* **Immivertex does everything your Immigration Petition Needs.**
* **LCAs, Education Evaluations, Experience Report.**
* **Healthcare report using Medical devices for each person.**

**Tool – Figma, Axure, Power BI**

**Client: Verizon Nov 2016 – April 2018**

**Client: Verizon**

**Role: Lead UX Designer with Project Management (UX Information Architect and UX Researcher)**

**– Verizon through Aricent**

**Project: VISE – Verizon Integrated Solution Engine**

**Project Scope**:

### CHALLENGE

**To revamp the entire website, the entire product was divided into two modules converted into one single module and generates business leads**



**WHAT I DID**

**• Setting goals and objectives**

**• Stakeholder interviews**

**• Establishing key audiences**

**• Creating scenarios**

**• Low-fidelity prototypes**

**• Creating wireframes**

**• High-fidelity design & guidelines**

**• Leading the UX Team**

**• Usability Testing**

**• Browsers & Devices Check**

**BUILDING PERSONAS**

**WHO ARE THEY?**

* **Solution Architect & Account Manager**
* **Age: 35+**
* **Gender: Mixed**
* **Family: Married, Unmarried**
* **Education: Strong communication background, Business orientated.**

**HOW DO THEY FIND INFORMATION?**

**On desktop/laptops - iPad, information and data focused - Email primary communication**

**MAIN GOALS/WHAT DO THEY WANT?**

* **To get the Price and Quote Quickly**
* **Time savings**
* **To find the right level of information**

**Tool – Adobe XD, Axure, Illustrator, Adobe Photoshop, Wire-framing**

**Robert Bosch May 2015 – Sep 2016**

**Lead UX / UI Designer**

**Project: IOT Project with Germany country**

**Location: Germany, Bangalore**

**Allows the visibility of the entire vehicle environment when parking and maneuvering.**

**For automated mobility:**

* Driver assistance systems are paving the way for automated driving
* System enables convenient and safe parking and maneuvering

Parking is among the activities most likely to be associated with stress and accidents. As every centimeter count when parking, it is usually better to see than to hear. The second generation of the multi-camera system gives drivers a 360-degree surround view to ensure easy, safe and comfortable parking and maneuvering.

**Tool – Axure, Illustrator, Adobe Photoshop, Wire-framing**

**Client: Opteamix June 2014 - May 2015**

**Role: UX Designer**

**Project: MoneyGram (Finance with Banking)**

**Location: Bangalore**

**Opteamix | RPA, Application Development, Testing & DevOps**

Opteamix focuses on achieving business goals leveraging RPA, Application Development, Mobility, Testing & DevOps solutions.

**Tool – Illustrator, Adobe Photoshop**

**Client: Capgemini May 2013 - June 2014**

**Role: UX & UI Designer**

**Location: Bangalore**

**Project: Janssen Pro the portal site for Health Care Professionals with all info on Janssen**

**To achieve these objectives, Johnson & Johnson opted for a dual-pronged approach:**

* **Improve demand planning accuracy –**expanding on its existing statistical forecast models, introducing exception-based forecasting, enhancing the quality of master data, and increasing market collaboration across all EMEA markets would enable Johnson & Johnson to deliver a more accurate view of customer needs. This would also promote more effective utilization of time through exception-based planning driven by strong process rigor and forecast value add and exception-based planning.
* **Enhance demand planning and external manufacturing planning management –**introducing standardized operations in line with industry-proven best practices would empower Johnson & Johnson to enable enhanced processes and reduce loss of knowledge due to turnover.
* Medical devices using 7min workout app.

**Client: Artech March 2012 – April 2013**

**Role: UX & UI Designer**

**Project: IBM project with Ilantus Technology**

**Location: Bangalore**

Ilan Tus website development with mobile application design.

**Responsibilities:**

* Make strategic design and user-experience decisions related to core, and new, functions and features.
* Comprehensive understanding of publishing software, Photoshop, Illustrator.
* Design & develop graphics in multiple formats including video, i.e., Premiere Pro, After Effects etc.
* Create original graphic designs (e.g. typography, images, sketches and tables)

**Hurix Systems July 2011 – Jan 2012**

**Role: Programmer, UX & UI & Designer**

**Project: McGraw Hill (eLearning Project)**

**Location: Mumbai**

Project scope: Children education system some practical examples do for the iPad education. (Dashboard projects)

**Responsibilities:**

* Design and deliver wireframes, user stories, user journeys, and mockups optimized for a wide range of devices and interfaces.
* Creating Cross-browser compatible and standards-compliant CSS-based page layouts.
* Developed page layouts, navigation, animation buttons and icons.

**Freelance Project May 2008 - May 2011**

**Role**: **UX UI & Designer**

**Responsibilities:**

* User Interface design using Adobe Photoshop.
* Designing mobile interfaces and understanding mobile UX paradigms.
* Creating Templates, Web Interfaces, Layouts and Flow of future pages using Web Standards.
* Create original graphic designs (e.g. typography, images, sketches and tables)
* Utilize to create visual elements.

**Education:**

* **SKR Engineering College - Anna University (2005 – 2008) – 64% - Location: Chennai**
* **Thanapandiyan Polytechnic – State board (2002 – 2005) - 75% - Location: Madurai**
* **PKN Higher Secondary School – State board (2001 – 2002) - 76% - Location: Madurai**