

# Naveen Paduri

Senior UX/UI Designer

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Google UX Design  
Professional Certificate

## SUMMARY

A multidisciplinary **Senior UX/UI Designer** holding 15 + years of experience and a certified professional from **HFI (Certified Usability Analyst)** with experience in both Agile, Scrum, and waterfall environments in the field of IT by following and implementing UX Design best practices, User-Centered Design process, Usability engineering, and Digital Accessibility best practices by serving across different verticals and domains, which includes insurance, health care, and banking which makes products and applications aesthetically pleasing, emotionally satisfying as well as easy to learn.

Evangelized the User Experience process in a technology-driven organization and was responsible for developing Solution proposals, Pre-Sales activities like RFP Responses, and effort estimation for Digital Solutions.

## UX/UI SKILLS

### UX Research

User Interviews, Competitor analysis, Requirements Gathering, Brainstorming Sessions, JAD Sessions

### UX/IA Design

Wire-frame, Rapid Prototyping, Information Architecture, Visual Design Mock-ups, Design Sprints, Style Guides, Branding Design System

### Evaluation

A/B Testing, Usability Testing, Accessibility Testing, Heuristic Evaluation

### Facilitation

Workshop facilitation, Workshop deliverable

### UI Prototypes

Wire-frames, Low/High Fidelity Prototypes

## TOOLS

### UX Tools

Adobe XD, Figma, UXPin, InVision, Sketch, Zeplin

### Other Tools

Adobe Photoshop, Adobe Illustrator, Adobe Dreamweaver

### Coding

HTML 5, CSS3, Bootstrap, JavaScript

## EDUCATION QUALIFICATIONS

- Graduate in Computer Science from Osmania University

## PROFESSIONAL HONORS

- **Google UX Design** Professional Certificate program from Google
- **Certified Usability Analyst(CUA)** program from Human Factors International
- Designing the **Mobile User Experience** program from Human Factors International
- Adopting UX in Digital Projects **UX-PM** Level 1 Certification from UX-Alliance
- **Advanced Diploma In Multimedia** from ARENA Multimedia

## PROFESSIONAL SUMMARY

### User Centric design Solutions

- Work directly with business stakeholders, project owners, project managers, and development teams to understand needs and create design solutions
- Taking part in the software development lifecycle, which includes functional definition, user flows, interaction models, user interface design, page layouts, color palettes, content style guides, and design patterns
- Recognizing and identifying primary nouns architecture, task flows, and user-driven information architecture
- Organizing all areas of usability testing, such as designing test goals and plans, surveys, test scripts and prototypes, and analyzing test results
- For development teams, creating user interaction prototypes, design briefs, design requirements, and UX guidelines
- Using design principles for iOS, Android and Windows user interfaces, such as the HIG (Human interface guidelines) and material design, to develop native mobile applications

### UI/UX Design Development Experience

- Extensive knowledge in Agile and Scrum software development processes
- Good knowledge of the user interface design process and deliverables throughout the development lifecycle.
- Creating user interaction prototypes, design briefs, design specifications and UX guidelines for dev. Teams
- Experience in designing Wireframes and Prototypes for mobile devices (Both for IOS, Android and Windows Native) and web browsers
- Conducting Usability surveys for end-user's feedback
- Good project management skills and ability to function as team player influencing others as well as individual contributors. Able to work well in cross-functional teams.
- Strong experience in good code standards-based, responsive, cross-browser compatible and search engine optimized web sites
- Have good knowledge on websites and single page application development using HTML5, CSS3, Bootstrap and JavaScript
- Converted designs and wire-frames into high-quality code and used JavaScript to write application interface code that followed Angular and React.js procedures

- 100% accurate front-end architecture developed and built to support user interface principles
- Improved functionality and performance by troubleshooting interface software and debugging application codes
- Knowledge of the User-Agent Switcher extension, Firebug, and Developer Tools for debugging and troubleshooting existing code
- Thorough knowledge of code versioning system Git

### **Accessibility**

- Performed detailed Accessibility audit against WCAG 2.1 Level AA report along with remediation suggestions on how to fix the issues raised during audit and WAI-ARIA 1.2 tags implementation, reviewing the a11y solutions and setting up things to achieve WCAG 2.1 Level AA accessibility compliance
- Helping developers and quality engineers to solve their accessibility concerns, reviewing the accessibility solutions and setting up things for their success
- Performed checks if the portal is accessible via keyboard alone, working without CSS, sound, color, images, and in all contrast modes
- Provided best suggestions for Multimedia accessibility for Audio and Video content and presenting the content in multiple ways and organize, structure and make content clear for multimedia accessibility best practices like captions/sub titles, transcripts, audio descriptions and sign language for multimedia accessibility
- Create and update baseline guidelines for front end accessibility of all web and mobile applications.

## **PROFESSIONAL EXPERIENCE –**

### **Ebix Cash Role: Sr. UX/UI Designer (*June 2012 to Present*)**

#### **Product: TPP E-APP Solution**

**Clients:** *BMO, CUNA, IFBI, Navy Mutual, SI Term, the Co-Operators*

The Policy Processor's E-App (TPP E-App) is a single solution designed to help carriers build rich, interactive and intelligent electronic applications for Agents/Advisers, Consumers and Call Center operations. It Allows carriers to quickly deploy formal/informal applications for all lines of businesses (i.e. Life, Annuities and Health products).

#### **Responsibilities:**

- Work collaboratively within an Agile process with Product Architect team, Business Groups, Product Management, Business Analyst and Engineering teams to align designs with the overall product and business strategy
- Lead brainstorm sessions, JAD sessions(Joint Action Discussion), and scrum sessions to provide solutions for client requirements
- As a part of COE (Centre of Excellence), to execute the products with accurate metrics, create and circulate several guideline documents to UI team as well as to the other teams. The documents Like, Usability Testing guideline, Product Branding Guideline, UI patterns Library, Accessibility Guideline Documents, Design Sprints( layouts, grid systems, color theory, typography and iconography) and Multiple UI Artifacts
- Ensure that all UX Design activities are executed at high quality levels, manage team initiatives, set

priorities, and manage scoping

- Create strategies to identify and profile all customer types and document user journeys and pain points across the B2B platforms and channels
- Create and effectively present UX deliverable (wire-frames, work-flows, prototypes, etc.) to explain and negotiate design solutions to key stakeholders
- Conduct several workshops and mentoring on importance of Usability and UX with Product engineering, QA Team, Senior Management and other stakeholders
- Revamp many features in the existing products followed by industry standards for existing products and Create demos with key features of the product for new clients
- Supports multiple projects in parallel, organize and manage assignments in a dynamic, diverse environment

**Planet Online Pvt. Ltd, Role: Web Designer (*From 2008 July to 2012 May*)**

**Product: TPP(The Policy Processor)**

**Clients:** *Allstate, Ameritas, CUNA, John Hancock, IFBI, MassMutual, Max New York Life, MerrillLynch, Nationwide, Sun Life and Swiss Re.*

The Policy Processor is the flagship product of Ebix and automates the new business and underwriting system, taking a new business application all the way from case-setup to issue, interfacing with several internal and external systems along the process to ensure seamless underwriting processing.

**Responsibilities:**

- Participated in business elaboration meetings with Onshore / Offshore Business Analyst teams, Architects and product managers
- Work in a team to draw paper prototypes for a web site or application, think through requirements, offer and receive constructive criticism to drive to the best solution
- Create front-end code that meets design specifications. Write HTML & CSS suitable for dynamic web sites, working in and around developer code
- Develop wire-frames, site maps, process flow diagrams, and other documentation based upon user needs and business requirements
- Deliver branded mock-ups with graphic design specifications (layout rules, typography observations), describing user interfaces for individual projects/products
- Deliver multiple projects with competing deadlines in a fast-paced, ever-changing retail environment.

**S2Tech India Pvt. Ltd, Role: Web Designer (*From 2006 Nov to 2008 June*)**

**Web Portal: MS-Envision**

**Client:** *Mississippi envision*

MS-Envision Web Portal project is all about adding new Functionality and Enhancement to the Existing Web Portal system. Web Portal is divided into two modules named as Non-Secure and secure and can be accessed by four types of users called Provider, beneficiary, ACS and DOM.

**Responsibilities:**

- Participated in business elaboration meetings with SME's, BA, and Project Managers
- Created Interface designs such as backgrounds, buttons, icons, interactions, and branding guideline document
- Designs web, email and banner ad creative. Delivers quality art and creative ideas within the scheduled time for each project
- Design, develop and test HTML and CSS that meets usability and web browser standards
- Document and follow development standards for all coding
- Create application walk through, 2D character animations in Adobe Flash
- Supported UI issue fixes to Development teams.

**Clients:** *Mississippi Envision, Building America, etc.*

**Oxygen Networks Pvt. Ltd, Role: Graphic Designer (From 2006 Feb to 2006 Oct)****Web Application: CITI Group**

A Citibank Online Investment service is one of the services provided by CITI Group, This is an automated web based investment system provided through Online Banking. This service is the electronic banking platform, allow investors to make automated active investments into a wide variety of short-term instruments. Business entity is like a broker between the Client and Trading Desk. CITI bank provides products such as Time deposits, Commercial paper, certificate of deposits, Reports, Mutual Funds and CRA. CITI bank clients can do trading for any of these products.

**Responsibilities:**

- Prepared Business flow diagrams and Creative Layouts
- Supported UI issue fixes for Development teams
- Created layered files and print and web production ready files
- Designed web pages, brochures, logos, signs, magazine covers, annual reports, advertisements, and other communication materials
- Designed Creative objectives for in-house tasks.

**Other Clients:** *CITI, Wells Fargo Bank, and JP Morgan Bank.*