Narayan Vaidyanathan

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+91 99402 82881

EMAIL ADDRESS
narayanVSKRI@gmail.com

WEBSITE
www.narayanv.com

LIVE IN
Bengaluru

Specialised Frontend Developer | User Interface Architect | UX-UI Designer

Experiences - 17 Years

Apr 2022 - Present
Manager Software Engineering - Wibmo PayU

Aug 2014 - Apr 2022
Assistant Manager - FSS

Aug 2012 - Aug 2014
Associate Consultant - eNoah

Jan 2009 -Aug 2012
Team Leader - Bind Technology

May 2006 - Dec 2008
Web Designer - Agriya Infoway

Educations

University of Madras
M.Sc. I.T - Master of Science in Information Technology

University of Madras
BCA - Bachelor of Computer Application

HFI - Human Factor International
UCA, UCD, UX & UT

Arena Multimedia
Triple Certification in Multimedia

Skill Sets

UX-UI Design	UI Architect
AdobeXD	NextJS
Balsamic	ReactJS
UCA	Angular
UCD	Java Script
UX	TypeScript
Mock FLow	HTML5
Photoshop	CSS3
Illustrator	SCSS
Acrobat Pro	Bootstrap
Muse	Ionic
Adobe Animate	jQuery
Figma	MongoDB

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Roles and Responsibilities

User eXperience

To enhance the user experience, interfaces and workflows are combined to meet the needs of customers. In order to solve problems and analyze user needs, I should be an analytical and creative designer.

To attract and retain customers, I plan to make the product more intuitive and user-friendly.

- Preparing a UX strategy is a detailed plan to align a company's brand identity with the desired user experience at every customer touchpoint.

- Preparing user flow diagrams by hand with paper, pencil and an eraser to better understand user psychology.

- I designed a task flow diagram to illustrate the progression of a user through a particular task. Rather than looking at individual content pieces separately, a task flow helps users understand the relationship between different pieces of content. These relationships create the pathways users follow to reach their final destination.

- Preparing information architecture (IA) involves the effective organization and structuring of content. When done well, IA assists users in finding the information they seek or accomplishing their tasks.

- Design thinking process is implemented in each and every design. Its Empathize, Define, Idea, Prototype and Usability Testing.

- Creating UX strategy, User flow, Task flow, Information architecture, wireframes, mockups and Design thinking process effectively communicate interaction and design ideas.

- Collaborating with Visual Designers and UI Developers to create user-friendly products.

User Interface Design

The ideal of design should have an eye for clean and artful design, possess superior UI skills, and be able to translate high-level requirements into interaction flows and artifacts and transform them into beautiful, intuitive, and functional user interfaces

- Executing all visual design stages from concept to final hand-off to engineering

- Collaborating with product management and engineering to define and implement innovative solutions for the product direction, visuals, and experience

- Conceptualizing original ideas that bring simplicity and user-friendliness to complex design roadblocks

- Present and defend designs and key milestone deliverables to peers and executive-level stakeholders

- Proficiency in Adobe XD, Figma, Photoshop, Illustrator or other visual design and wire-framing tools.

- Establish and promote design guidelines, best practices, and standards
- Ability to present your designs and sell your solutions to various stakeholders.
- Up-to-date with the latest UI trends, techniques, and technologies

Front-End Development

I will be responsible for building the 'client-side' of web and mobile applications. I should be able to translate our company and customer needs into functional and appealing interactive applications. I am interested in creating a user-friendly environment by writing code and moving forward in my career.

Ultimately, I should be able to create a functional and attractive digital environment for the company, ensuring a great user experience.

- Proficiency in ReactJs, Angular, NextJs, HTML5, CSS3, and jQuery for rapid prototyping.
- Ability to handle multiple frameworks like Ionic, WordPress, Drupal, etc.,
- Experience working in an Agile/Scrum development process.
- Developing new user-facing features, determining the structure and design of web pages, building reusable codes, optimizing page loading times, and using a variety of markup languages to create the web pages.
- Collaborate with back-end developers handle Request / Response to improve usability.
- Familiarity with Browser and Mobile debugging In-depth understanding of the entire web development process.
- Library Customizer of all the user-facing elements of websites, web applications, and mobile applications.

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