JITENDRA KUMAR

Sr. Usability Analyst / UX Designer

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My outlook on design is an amalgamation of my experiences in various disciplines. I bring with me robust design methodology, experience in managed and lead UX team with Agile environment, willingness to pursue new ideas and innovation, up-to-date UX practices and development.

Key Skills

- > User Experience design (UX)
- > UX Research & Strategy
- > Wireframing
- > Interactive Prototyping
- > Lo-Fi and Hi-Fi prototyping
- > User Interface Design (UI)
- > User-Centred Design(UCD)
- > Information Architecture
- > Problem Solving
- > Usability & A/B Testing
- > Human Interface Guidelines
- > Strategic Design
- > Data Visualization
- > Visual Design
- > Storyboarding
- > HTML5/CSS3/Flexbox
- > Front-end Development
- > Agile/Scrum Methodologies

Knowledge Purview

Wireframing & Prototyping Tools:
Adobe XD, InVision, sketching, Paper-Pen, Balsamiq, Axure RP, MS visio, Flinto, Figma, Zeplin
Visual Design Tool:
Photoshop, Sketch, Illustrator, Fireworks, Adobe Creative Cloud
Internet Technologies:
HTML5, CSS3, Flexbox, Bootstrap, (Angular 4,/6, JavaScript)
Packages:
MS PowerPoint (MS Word, MS Excel), Jira, Trello, ,
Operating Systems:
Mac and Windows Family

Profile Summary

✓ Sr. Usability Analyst offering **over 13 years** of expertise in working with an **Agile Environment as UX Designer & Developer** for a wide range of **Web, Mobile and Desktop Application**.

✓ Generate new business requirement and research and understand customers requirements, and build a best world-class product and platform.

✓ Managed project resources, budget, timeline and risk with global cross functional teams and client stakeholders.

✓ Working closely with product Management, product owner and stakeholders to translate business requirements and Collaborate with UX/UI and development teams.

✓ Participate and promoting of user-centered design principles and implementation of UXD principles, theories, concepts, and techniques.

✓ Highly skilled in various aspects of User Experience fundamentals entailing requirement analysis, user profiling/grouping, personas, task analysis, wireframes, prototyping, UX Research and usability testing,

✓ History of creating cutting edge UX/UI Design, Information Design, Gather Business Objectives and development capabilities, composition, layout information hierarchy, problem solving

✓ Endowed with excellent client relationship management and communication skills with capability to effectively comprehend client and accordingly conceptualize and good awareness of current trends and emerging technologies.

✓ Deep understanding of UX fundamentals, UX design principles, user research and identifying business / user goals of projects.

✓ Proficient in Agile/Scrum methodologies, including writing user stories, working within sprints and manage daily meetings.

Key Result Areas:

- Deep understanding business requirements, stakeholder objectives, user journeys and aligning with technology, implementation strategy and use cases and task flows.

- Excellent knowledge of UX/UCD Process, User Research, User Flow, IA, Usability Analysis, Usability testing, Storyboarding, Lo-Fi and Hi-Fi Prototyping, Wireframes, Quick Mockups

- Work directly with clients to discover project scope and gather requirements and analyzing BRD and FRD for project and daily work planning with team LLP (Low Level Planning)

- Conducting stakeholder interviews and usability tests; creating click-through and prototypes for web & mobile for use during tests; synthesizing & compiling findings to develop UX strategy

- Examining requirements with business analysts, signifying user experience, visual design, wireframing, prototyping, front-end development and team management

- Creating user journeys, storyboards, wireframes and interactive prototypes through initial research of user needs, business goals, usability testing and iterative design

- Spearheading projects from planning to execution; implementing the project plans and performing tasks including design, specification, and integration of products within customer environments

- Transform business problems into user experience opportunities and deliverables such as specifications sketches, wireframes, prototypes, scenarios, storyboards and mock-ups

- Creating Hybrid UI / UX Responsive Design (mobile, tablets, desktop IOS and android) along with Lo-Fi and Hi-Fi Prototyping, Wireframes, Information Architecture & Data Visualization

- Works closely with the product manager to decide on the useful features of the product and create prototypes based on design principles.

- Strong understanding of **agile methodologies**.

Education

BFA from Tilak Maharashtra Vidyapeeth, Pune
BCA Magadh University Bodhgaya, Gaya (Bihar)
G-NIIT from NIIT South Ext, New Delhi
Advance Diploma in Multimedia from Maya Academy of Advanced Cinematic, New Delhi

Work Experience

Sr. Usability Analyst |UX Specialist | freelance (Apr'20 – Till date)
- ✓ Supported Continuously work for improving existing methods and investigating new methods within UX/UI area and led design vision and helped to set product direction and manage designer & developer
- ✓ Work closely with product management in UX ideation, innovation & using Agile methodologies
- ✓ Responsible for digital properties are fully integrated with the overall customer experience, user research, information Architecture, visual design, Prototyping and Identify and troubleshoot UX problems

Sr. Usability Analyst | Emirates NBD, Dubai (Apr'18 – Jan'20) (Marc Ellis Employment Services)
- ✓ Supported Emirates NBD in their Digital Transformation Process with most up-to-date UX practices, trends and research for all their digital assets
- ✓ The role is to UX design and user research, problems solving, product innovation, product design & working closely with product owners and developers.
- ✓ Responsible for the development of UX strategy, user journeys, and innovative user experiences across a wide variety of channels and digital platform.
- ✓ Gathering client requirements and deep understanding business goals and create Lo-Fi and Hi-Fi Prototyping, Wireframes, process flows, mock-ups and functional specifications.
- ✓ Develop and design dynamic interface that work across multiple browsers and all devices

Environment: Photoshop CC / XD, Sketch App, Invision App, wireframe (Adobe XD, Balsamiq), HTML5, CSS3, Flexbox, Bootstrap, Angular 6

Lead UX Designer | Entrepreneur (Sept'17 – Mar'18)
- ✓ Work closely with cross-disciplinary teams including Product, Engineering, digital Marketing and various Business teams to deliver delightful customer experiences.
- ✓ Coordinate with senior management and stakeholders to ensure that design methodology is understood and accepted and user journey can be improved.
- ✓ Excellent understanding of Agile methodology and build Agile teams

Environment: Photoshop CC / XD, SketchApp, InvisionApp, Illustrator, Wireframe (Adobe XD, Balsamiq, Auxre,), HTML5, CSS3, Flexbox, SCSS, Angular 4

Sr. UX Designer | Srijan Technology Pvt. Ltd (Jun'16 – Aug'17)
- ✓ Work directly with Product Owners, Business Analysts and stakeholders to clarify and define business requirements as they apply to the user experience.
- ✓ Excellent capabilities in conducting UX discovery, client meetings, requirement gathering and giving them best solution in terms of user experience design.
- ✓ Create/develop Lo-Fi and Hi-Fi Prototyping, Wireframes, user journey, conduct UX research, with an understanding of a variety of UX research methodologies and build the right user experience
- ✓ Creating prototypes using Adobe XD, InVisionApp and Balsamiq.

Environment: Photoshop CC / XD, SketchApp, InvisionApp, Illustrator, Wireframe (Adobe XD, Balsamiq, Auxre,), HTML5, CSS3, Flexbox, SCSS, Angular 4

UI/UX Designer & Consultant | EPB IT Services Pvt. Ltd. (Jun'12 – May'16)
- ✓ Managed UX/UI teams and responsibilities are UX design and research, visualization and coordination with client and stakeholders
- ✓ Gather the initial requirements and provides best Lo-Fi and Hi-Fi Prototyping, wireframes, mockup, process flows, storyboards and enhancements new features, as well as updating existing interfaces.
- ✓ Create high-fidelity design deliverables to development teams and work within and contribute to a component-based visual design system
- ✓ Researching user goals to guide the development of new products of user experience design.
- ✓ Create mockups/prototypes as well as detailed designs
- ✓ Work on several different projects at once, and meet demanding deadlines.

Environment: Adobe Photoshop, Experience Design CC, Illustrator, Wireframe and Prototyping (Invision app, Auxre, Balsamiq & MS Visio, Zeplin), Design HTML5, CSS3 Flexbox, MS PowerPoint, Bootstrap, JavaScript

UI/UX Designer | Tech Mahindra Ltd (Apr'08 – Sep'10)
- ✓ Identify end user requirements, by researching and analyzing user needs
- ✓ Worked with design and development teams to providing UI, workflow, wireframes and front end development with HTML/CSS, Bootstrap and Flash for update BT Openreach and BT internet.

Sr. flash & UI Designer | Idea Streamz Consultants (P) Ltd. (Oct'07 – Mar'08)
- ✓ Translate business requirements into concepts and elegant visual, UI, flash Design, graphics, icons and convert PSD to HTML/CSS and Animations.

Flash & UI Designer | WebtriX Technologies Ltd. (Feb'04 – Oct'07)
- ✓ Create visual designs that effectively communicate product function & brand identity, include the design, color palettes, typography, animation, user interface assets and icons & convert mockups to HTML andUI design best practices and guidelines across all our projects

Personal Details

Passport No.: Z3206023
Languages Known: English & Hindi
Address: New Delhi (Inida)