# AB

# ANIRUDH BOMADEVAR
### Product / UX Designer

I am a very curious person who has a boundless appetite for learning new things and to navigate through the latest technological trends. My design philosophy is to bring beautiful designs that solve problems. They have purposes beyond their initial use. They are easily scalable and designed instinctively. They should be designs that are experienced and not seen. I have worked in various aspects of product designing, UI UX research/design using design methodologies, app design, branding, mobile UI design, and marketing, these skills are what I can bring to the table to ensure the success of the project.

## Education

MASTER'S DEGREE |
DEPAUL UNIVERSITY |
COLLEGE OF COMPUTING
AND DIGITAL MEDIA
Major: Human Computer
Interaction - 2017

BACHELORS OF
ENGINEERING DEGREE |
SATHYABAMA UNIVERSITY
Major: Computer Science
Engineering - 2013

## Skills

Sketch

Adobe suite (Ps,Il,XD,Ae,Pp)

Flinto

Figma

Zeplin

Jira

Axure

App/Web design

Interaction design

Usertesting.com

InDesign

HTML/CSS

Prototyping

Data Visualization

Design systems management

Iconography

## Social Networks

in www.linkedin.com/in/abom

## Achievements

Best Project Award for the final year project in the competition between all the IT branches and over 300 projects among Graduate and Undergraduate students 2013.

Got promoted 3 times in one single year in a multi-national company rising to a good position and taking on multiple roles.

Designed exceptional Artwork and UI for products which directly affected sales and resulted in doubling sales and improved user experience with the products.

## → Work Experience

**20+ MOS** | **June 2020 - Present** — **Product / UX Designer II**
Nextpoint - Chicago

Design and implement the Design Process. Use design methodologies to solve design challenges for the Legal industry in making a very complicated paper based system into a Cloud Based Application for the users of Nextpoint.
Perform quantitative and qualitative user research to inform and validate design decisions.
Create user flows and wireframes to building user interface mockups and prototypes based on the needs.
Communicate the user experience at various stages of the design process with wireframes, flow diagrams, storyboards, mockups, and/or high fidelity prototypes.
Advocate for the prioritization of design-centered changes, refinements, and improvements.
Create consistent workflows and designs that solve measurable goals. Mentor Junior UX Designers

**25 MOS** | **Mar 2018 - Mar 2020** — **Product / UX Designer**
Hyatt Corporation - Chicago

Collaborating with multidisciplinary teams of Designers, Researchers, Engineers, Content Strategists and Product Managers throughout the design process.
Work on products which are both B2B and B2C to improve both the usability and recognisability.
Advocate for the prioritization of design-centered changes, refinements, and improvements.
Create consistent workflows and designs that solve measurable goals.
Design the UI Architecture and build Low - Mid - Hi-Fi Prototypes using Sketchapp or Axure based on the current technology stack (Angular, HTML/CSS/Java, and jQuery) to assist the development team.
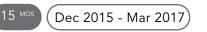
**12 MOS** | **Mar 2017 - Mar 2018** — **UX Designer / Operations Analyst**
former User Experience Design Intern
Tipzyy Inc. - Chicago

Designing Medium & High fidelity Prototypes, UI elements and Mockups using Sketch, Adobe suite etc.
UI redesign and mockup of the icons, Creating a Brand manual and guideline to maintain effective, consistent and clean UI.
Improving and assisting Chief Operations Officer on tasks and Operations of the company
Creating and designing Improved user experience mockups within the app by reducing the information and organizing the UI elements based on feedback. User Flows and mockups.
Creation of Sell sheets, Manuals, Surveys, Usability research, Video production, Dashboard's / Data Visualisation, Photography, Sales & Marketing insights on a low level.

**15 MOS** | **Dec 2015 - Mar 2017** — **Web Consultant / UI & UX Designer**
Steans Center, DePaul University - Chicago

Communicating with multiple community services to help them with their Web-based needs by using Research methods and Delivering multiple websites.

Web Development, Prototyping, Wireframing, Contextual Inquiry, Polishing design, iconography, layout and improving brand recognition.

**29 MOS** | **Feb 2013 - Jul 2015** — **UX Designer / IT & Infrastructure manager**
EcoAir - London

Creating and conceptualizing artwork based on research methods and creating websites to promote products and help users with the navigation of the product. Work on Improving the external and internal website and CRM's usability to ensure ease of usability.
Managing IT and Sales Executives, take responsibility for their day to day performance. Coordinated multiple data collection efforts for one or more research projects CRM and Database Management.

**36 MOS** | **Jan 2010 - Jan 2013** — **Student Graphic Designer**
Satyabama University - Chennai

Create artworks and websites for college websites, Projects, Symposiums. Assist in the creation of graphic design works for college blogs and any teams representing the university.