

Curriculum Vitae

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About

Hello, I'm Senthil, a multidisciplinary designer with over 10+ years of experience in creating top-notch elegant and pixel-perfect designs for organisations ranging from agencies, start-ups and large companies. Attention to detail, fast turnaround and creativity are my strong forte.

Designing is not just my job it's my biggest passion as well. User-centered design and usability are my key design priorities. I have crafted a wide range of responsive websites for online businesses, eCommerce websites, user interface for Software as a service (SaaS) applications and mobile apps in agile environment.

I take pride in my work and here's some highlights into my career that I consider as knock-out performances:

- Consistently proved myself for 10 years in the world of designing for web and mobile, and specialise in the areas of user experience, user interface design, visual design, rapid prototyping, wireframing and usability testing.
- Worked closely from concept to completion with Australia's leading brands and companies for their digital products and service offerings by providing excellent user experiences.
- Experience in delivering design solutions for diverse clients such as IT, government, finance, manufacturing, fashion, real estate and more. This has given me an opportunity to talk to different people, understand their needs and transform their ideas and concepts into awesome user experiences.
- Hands-on experience in designing UI/UX for iOS and Android apps.
- Designed hundreds of user interface for ZOHO's flagship products that are being used by millions of users worldwide.
- Strong knowledge of HTML5, CSS3, Bootstrap, jQuery, PhoneGap & Ionic Framework. Expert knowledge of current web trends and techniques.

Work Experience

Klyp - Senior Designer

Jan 2016 - Present

www.klyp.co

Klyp is a new generation digital agency, utilising current and future tech to help our clients. The role involves working across a range of digital media from concept to design and development.

- Responsible for user experience and visual design for website / responsive design and mobile apps.
- Responsible for all phases of the design process, from requirement gathering to personas and information architecture, to wireframes and visual design, and usability testing.



iDesign

User Interface for

- Cloud Applications
- iOS Apps (iPhone, iPad)
- Android (Mobile, Tablet)
- Intranet Applications

Web

- Responsive Website Design
- eCommerce, CMS Website Design
- Mobile Web Design, Landing Page Design
- EDM Design

User Experience Design

- Wireframing, Rapid Prototyping
- Goal & Task Analysis
- User Flows/Sitemap
- High-fidelity prototype
- User Testing
- Visual Design

Research Tools

- A/B Testing
- Google Analytic
- Crazy Egg

Favorite Software/Tools

Design Software & Wireframing Tools

Adobe Creative Suite
Axure, Balsamiq, UXPin, Invision
Pen & Paper

Mark-up & Languages

HTML, CSS, Bootstrap, jQuery (basic)

Operating Systems

Mac OS, Windows, iOS, Android

- Designing and implementing high-fidelity clickable mockups
- Work closely with developers to deliver great user experiences
- Recommending and implementing current web trends

Dream Consultancy - UI/UX Digital Designer

Jun 2012 - Jan 2016

www.dreamconsultancy.com.au



Dream is a full-service digital agency servicing in Melbourne and Sydney. Specialising in website design, development and strategy.

- I was responsible for creating simple and delightful user experiences utilising principals of user-centered design.
- Working across a range of digital projects from concept to design and development.
- Responsibilities include ideation, UX, visual design and print design
- Requirements gathering and working with stakeholders, clients, strategist and development teams

Easy Weddings - Web/Visual Designer

Feb 2012 - April 2012 (Short term contract)

www.easyweddings.com.au



Easy Weddings Australia, planning tools and access to Australia's premium wedding suppliers including wedding dresses, venues, invitation, cakes and flowers.

I was responsible for designing the visual look and feel for Easy Weddings online store categories and themes page.

ZOHO Corp - UX/UI Designer

March 2003 - December 2011

www.zoho.com



Responsible for creating highly usable, intuitive and simplified design for Zoho Corp's IT Management products for ManageEngine brand and ZOHO an award-winning on-line business applications service.

Some of the products that I am proud of showcasing:

- Zoho Site24x7
- ManageEngine Applications Manager
- ManageEngine ADManager Plus
- ManageEngine OpUtils

ZOHO Site24x7 - From 2009 - 2011 UX/UI Designer

Site24x7.com is a website uptime monitoring and alert service.

Goal: Responsible for revamping the product/service User experience, User Interface, website, including the improvement of navigation and User interaction. Also responsible for creating a new design for iPhone and Android app.

Senthil is a talented UX designer with an eye for detail. The extra effort he puts, to understand the specific domain he works in, is noteworthy. This adds to the beauty of the outcome

Gibu Mathew

Director of Product Management
Zoho Corporation

Senthil is a hard working team player with an astute sense for good design. His creativity and professionalism have never ceased to amaze me. His ability to put the customer in the forefront and come up with user interfaces with a high degree of usability is what makes him so successful. His thoughtfulness and innovation have paved the way for many a successful software product launches in his career. Never afraid to throw ideas on the table to arrive at the best possible solution for users of our products, Senthil is an absolute pleasure to work with. I would highly recommend such a talented individual to be picked as a part of any project team

Karthik V. Jayaraman (VJ)

IT Consultant | Delivery Lead | Agile BA
Telstra

You can view my portfolio at
www.iamsenthil.com

ManageEngine AppManager - From 2010 - 2011 UX/UI Designer

Applications Manager is an availability and performance monitoring software

- Recommended and facilitated changes in the AppManager web interface. New design resulted in better look & feel and great customer satisfaction.
- Provided user interface for AppManager's cloud application performance monitoring module.
- Responsible for creating wireframes, prototypes and interactive mockups for new features

ManageEngine ADManager Plus - From 2005 - 2008 UX/UI Designer

ADManager Plus is a simple, easy-to-use Windows Active Directory Management and Reporting Solution

- Designed User Interfaces from requirement analysis to final workflow
- Responsible for creating high-fidelity prototypes for new features
- Designed brand identity, website, brochures and marketing collaterals for the product
- Created product overview demo videos and trade show graphics

ManageEngine OpUtils - From 2003 - 2005 UI Designer/Usability

OpUtils helps network engineers to monitor & troubleshoot their IT resources.

- Designed user interface for ManageEngine OpUtils, a web-based network monitoring tool
- Designed brand identity and marketing promotional materials
- Involved in all phases of product lifecycle from Design, Development to Deployment.

iStartWeb Ltd. (Acquired by TAKE Solutions) Jan 2002 - Feb 2003

Web Designer

I started my career at iStartWeb as a web designer. I started small with designing websites for small and medium businesses ranging from Ecommerce, Realtor and Petshops. This gave me an opportunity to talk to different kinds of people, understand their needs and come up with intuitive designs to cater to their needs.

Education

Bachelor of Computer Applications
University of Madras

Web Architecture & Web Application Design and Development
SRM Radiant, Chennai.

Contact

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Website : www.iamsenthil.com

I had the pleasure of working with Senthil on many initiatives in Zoho. He is a solid designer and a great asset for creative visualization of user experiences. He understands a typical user from the product perspective and ensures the user has a remarkable experience using the service. He is quick to pounce upon any inputs from teammates and convert them into a memorable design. He is also fun to work with and an excellent team player

Arun Balachandran
Sr. Marketing Professional
Zoho Corporation

Senthil was our Senior Designer from the time I joined the company in July 2014 until his departure for his next career challenge in January 2016. During this time he provided the overall design direction and high end user-experience concepts for a wide variety of our most important accounts. This work ranged from elegant brand identity sites, to complex custom web applications for new startups and well established global brands.

Senthil has been a huge asset to our company and clients, and any team that he is a part of in future will be lucky to have him

Scott Wilkinson
Digital Business Strategist | Sales Director
Dream Consultancy