

# LAKSHMINARAYANAN POTTI.S

## UX & UI Lead

TECHNICAL LEAD  
(USER INTERFACE)

RM

PRESENT-2011

WEB & GRAPHIC  
DESIGNER

STABILIX

2011-2007

SENIOR GRAPHIC  
VISUALIZER

EXTOLUTION

2007-2004

## EXECUTIVE PROFILE

- Pragmatic UX & UI Lead and Product Designer, having 13 years of well-earned success in consulting with reputed organisations to improve user experience
- Artistic yet practical professional; accomplished at collaborating with Product Owners, Visual Designers & Developers, delivering designs that meet business & technical requirements
- Recipient of several recognitions for exhibiting extensive experience in product design, strategy and leadership for cross-functional teams
- Client Lead and Project Manager, represent the company for client engagements and in outreach activities; identifying new opportunities, drafting statements of work, design estimation
- Directed design workflow and timelines, and assisted with planning small and large product improvements and releases
- Honed design & programming skills, creativity, technology awareness, attention to detail, time management, and communication skills



CHANGE AGENT



THINKER



COLLABORATOR

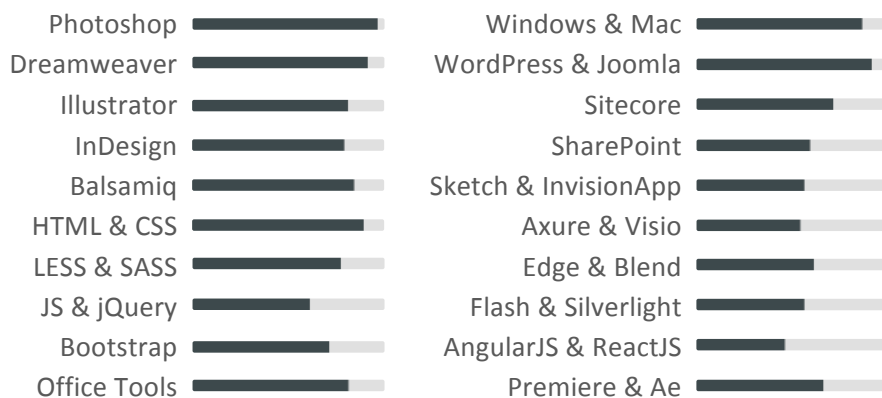


PLANNER



COMMUNICATOR

## TECHNICAL SKILLS



## CONTACT DETAILS

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## CORE COMPETENCIES

- UX & UI Design Strategy
- Requirements Definition
- Product Roadmap
- Usability Protocols
- MVP Definition
- User Research
- Project Management
- Site Map & Process Flow
- Sketch & Wireframe
- Information Architecture
- Functional Specifications
- Prototype & Mock-up
- Usability Testing
- Heuristic Evaluation

## CERTIFICATIONS

- 2015 **Certified Usability Analyst (CUA)**  
Human Factors International
- 2014 **Emerging Leaders**  
Athyia Organizational Competencies
- 2004 **Triple Certificate in Multimedia, Web Engineering & Media Convergence**  
Arena Multimedia

## PROFESSIONAL EXPERIENCE

2011

### TECHNICAL LEAD (UI) - RM

Feb'11–Present Technopark, TVM, Kerala, India

**Key projects:** RM Assessor, RM Integris and RM Finance

*Key result areas:*

- Sustaining cordial business relations with Product Owners, Visual Designers & Developers to deliver user-centered and usable products for the education domain
- Shouldering the responsibility of research, planning to conceptual design for products like world's most popular e-marking tool 'RM Assessor'
- Acting as RM.com – Sitecore Website Development Lead
- Managing end-to-end project planning encompassing design thinking & user story, and engaged in UX blog writing
- Driving UX process and advocating for users and usability
- Undertaking responsive UI development using LESS/SASS and rendering developing support for XAML, AngularJS and ReactJS
- Ascertaining specific training needs of subordinates and accordingly arranging training programs for improving learning curve
- Ensuring that deliverables associated with projects are completed on time in adherence with SQA processes

### WEB & GRAPHIC DESIGNER - STABILIX

Jul'07–Jan'11 Technopark, TVM, Kerala, India

**Key client:** Saudi's Insurance Domain Leader 'Tawunia'

*Key result areas:*

- Delivered usable & innovative UIs for portals, applications and mobile apps for insurance & healthcare industry
- Created web application concepts & prototypes
- Designed notable products such as 'Health Companion', 'Broker Reinsurance Solutions'
- Exhibited extensive knowledge of R&D that includes broad technical knowledge to drive bottom-line performance in developing products
- Standardised brand identity by implementing branding guidelines

2004

### SENIOR GRAPHIC VISUALIZER - EXTOLUTION

Oct'04–Jul'07 Technopark, TVM, Kerala, India

**Key client:** 'Jako' a German sportswear company

*Key result areas:*

- Led the full lifecycle of learning, web and graphic design projects from inception to close-out
- Graphic designs, logo designs, print materials, flash animations and interactive avatars
- Received 'Times of India' awards for CBT products and successfully completed the following:
  - Design & flash development
  - Flash CBT, UIs and splash screens

## SELECTED ACHIEVEMENTS

- Winner in RM ESI 'Mélange' Exhibition in 2011 & 2013
- Took part in exhibition to display products & services of each division in 2011
- Recognized as:
  - Division Star of the Quarter - RM
  - Winner of Extolution 'Logo' Design Contest in 2006, logo was used as an official company branding
- Stood as finalist of 'Desk & Master Card' Design Contest International 'Credit Card' design contest in 2007
- Acknowledged as Notable Entry - Overdrive India 'Auto Concept' Challenge in 2006 (The concept motorbike design printed on magazine's cover page and name listed in notable entries page)

## EDUCATION

1996-1999 **Bachelor of Science in Mathematics**  
University of Kerala

## PERSONAL DETAILS

DOB 2<sup>nd</sup> September, 1978

Nationality Indian

Relationship Married

Address 'Srilakshmi', VMC 70/24,  
Near Perumkulam,  
Janardhanapuram,  
Varkala, TVM Dist.,  
Kerala, India 695141

## LANGUAGES



ENGLISH



HINDI



MALAYALAM



TAMIL



TULU

## REFERENCES

Available upon request