

# Pradeep Gajendran

## UI/UX Generalist

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### PROFESSIONAL OVERVIEW

Proactive and detailed UX Engineer with 7+ years of proven end-to-end experience delivering enjoyable web and mobile products. Clear understanding of technologies allows seamless collaboration with developers, strong communication skills ensuring transparency with stakeholders. Up-to-date knowledge of Adobe Photoshop, Illustrator, XD, InDesign, Sketch, Invision and Axure RP.

#### Roles

- UI/UX Engineer
- Visual Designer
- Interaction Designer
- Motion Designer

#### Industries

- Banking
- Telecommunication
- Healthcare
- Manufacturer
- Automobile

#### Technologies

- Adobe Photoshop, Illustrator, XD, InDesign, After Effects, Axure RP, Sketch, Figma.
- HTML 5, CSS 3, JavaScript
- CMS – WordPress
- e-Commerce – WooCommerce

### KEY ENGAGEMENTS

<i>Leading Automobile Company</i>	Technical Consultant	Created reusable components that can switch between two different styles to match the theme.
<i>Leading Manufacturing Company</i>	Technical Consultant	Designed overall screens required for the migration of Windows Application to Web Application
<i>Leading Consulting Company</i>	UI/UX Engineer	Designed and developed a reporting dashboard for the board members that improved the quality of the product delivered.
<i>Next Generation Game Technology Studio</i>	UI Developer	Designed and developed a website using Ghost CMS – which runs using handlebars JS, a semantic template library.
<i>Leading Truck Parts and Accessories Seller Company</i>	UI Developer	Migrated existing PHP website which has 3000+ products to a CMS based e-Commerce website.

#### Education

Bachelor of Engineering, Anna University 2014  
Higher Secondary, Don Bosco 2010  
Secondary School, Don Bosco 2008

#### Professional Training/Certifications

Pursuing professional training and certification from Interaction Design Foundation

#### Publications

Developing an ARM based GNU/Linux Operating System for Single Board Computer – Cubietruck, [IJET, 2015](#)

#### Geographic locale

Chennai, India

## PROFESSIONAL EXPERIENCE

### **Perficient, Inc.**

**14/05/2019 – Present**

Technical Consultant

CLIENT: Leading Motor Company

Participated in a 10-person team doing requirement analysis, creating components for Adobe AEM. Delivered the components required for creating web pages in AEM.

#### Responsibilities:

- Understood the requirements and started creating components that can be reused anywhere on the website.
- Created multiple versions for a single problem and gathered the pros & cons of each versions to finalize one.
- Worked with AEM Developers to deliver the code and integrate the same in AEM Environment
- Performed unit testing and delivered the code without any bugs
- Communicated with QA Team to explain the workflow of the component

#### Business/Technology Value:

- Created many components that has the capability to reuse it any pages. The author can switch between two different styles to exactly match the theme.

CLIENT: Leading Manufacturing Company

Participated in a 10-person team doing requirement analysis, designing a prototype of a web application. Delivered the screens required for the migration of Windows Application to Web Application.

#### Responsibilities:

- Understood product specifications and user's psychology.
- Performed concept and usability testing and gathered feedback
- Created personas through user research and data
- Found creative ways to solve UX problems
- Communicate design ideas and prototypes to developers

#### Business/Technology Value:

- Improved user experience that helps the user for a complex manufacturing process.

### **GeakMinds Technologies (InfoFaces, Inc.)**

**05/02/2016 – 03/04/2019**

Software Engineer

CLIENT: Leading Consulting Company

Participated in a 5-person team doing requirement analysis, design, development, implementation, and enhancements of a reporting dashboard.

#### Responsibilities:

- Understood the application specifications and the problem faced in the existing application.
- Developed an application which has visuals and widgets to represent the data
- Designed a visual that has an animation when an order goes above UCL and below LCL.
- Designed a drilldown view of each visual to explore more on each visuals

#### Business/Technology Value:

- Helped the board members to improve the quality of the product delivered.

CLIENT: Next Generation Game Technology Studio

Participated in a 5-person team doing requirement analysis, design, development, implementation and enhancements of a website to launch the new game.

Responsibilities:

- Understood the requirements and designed the website using Ghost CMS using the mockup given by the client.
- Developed the website using handlebar JS – a semantic template library
- Created a form to redeem the points that can be used to purchase any products in the same website.

Business/Technology Value:

Helped the client to launch the new game and promote new game.

**ZED Digital**

**02/02/2015 – 04/02/2016**

Web Designer

CLIENT: Leading Truck Parts and Accessories Seller Company

Participated in a 5-person team doing migration from an existing PHP website to a WordPress WooCommerce website which has 3000+ products.

Responsibilities:

- Understood the requirements and the problem in the existing website.
- Designed websites that makes the users to improve more traffic and visitors.
- Designed responsive websites that builds the traffic through all the devices.
- Integrated Google Analytics to gain more insights on the visitors.
- Checked the usability of the website upon successful migration.

Business/Technology Value:

- The insights from GA helped the client to shape the success strategy.
- The new website increased the number of online sales by 25%.

**Teknuance**

**02/02/2015 – 04/02/2016**

Visual Designer

CLIENT: Leading Healthcare client

Participated in a 6-member team doing design and development of online presence with appointment booking module using WordPress.

Responsibilities:

- Understood the requirements and the client needs.
- Patients have got the required prescriptions via web portal and it has been managed
- Checked the usability of the website upon successful migration.

Business/Technology Value:

- The online presence helped the client to manage the appointment at ease.
- Patients have got the required prescriptions via web portal and it has been managed securely.

**DECLARATION**

I hereby declare that all the above-mentioned information given by me is true and correct to the best of my knowledge and belief

Pradeep Gajendran