

AJAI BABURAJ

UX Designer

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Summary

Talented UX, UI, Mobile, Web and Graphic Designer with 14 years of experience and proven know-how to combine creative and usability viewpoints. Now holding the position of Senior Manager - UX

Skills

- User Experience
- Persona
- Information Architecture
- Wireframing
- Prototyping
- Usability Testing
- Visual Designing
- Html
- CSS
- Responsive design

Awards & Recognitions

- Founders Award 2018 - IDS Next Business Solutions
- Excellent employee Award - McFadyen Solutions
- No: 1 employee Award - Vanilla networks for dedication & hard work

Profile

Creative and user experience leader, with a proven record in driving business value through innovation, customer strategy, user experience design and interaction design.

- **14 years** of experience in **User Experience (UX)** and **User Interface (UI)** designing.
- Expert in implementing User Centered Design (UCD) process like:
 - User Research
 - Analysis
 - Persona
 - Information Architecture
 - Prototyping
 - Usability Testing
 - Visual Design
- UX specialization certifications from **Human Factors International (HFI)**:
 1. CUA (Certified Usability Analyst)
 2. Mobile App design
- DesignTools : **Axure, SketchApp, Invision, Adobe XD, Photoshop, Illustrator, Indesign, Flash** etc.
- Web Technologies : **HTML5, CSS3, Bootstrap, Google Material Design** and **Foundation**.
- Graphic Design: Logos, Icons, Brochures, Posters with Adobe Creative Suite

Experience

Sep 2015 - Present
3.4 years

Senior Manager - UX

IDS Next Business Solutions - RT Nagar, Bangalore, Karnataka, India.

Projects

Pulze247- is a native iPhone and Android mobile app used to generate various ERP reports for Senior Managers of hotels.

Corporate URL: <https://idsnext.com/idsnext-pulze247/>

Play store : <https://play.google.com/store/apps/details?id=com.idsnext.pulze247>

StayAhead- is a native Android mobile app which help hotel guest to schedule or plan post-booking activities.

<https://play.google.com/store/apps/details?id=com.idsnext.stayahead>

Easy Dine - is a native Android mobile application which is used in restaurants for taking orders from tables or customer can directly place orders by using this application.

Corporate URL: <https://idsnext.com/easy-dine-brochure/>

SkyRes - is a Centralized Reservation System (CRS) to manage the multi property room reservation of a Hotel group. This is a responsive web application build on Bootstrap framework.

Fortune Cloud - (Android & Web version) is a Property Management System (PMS) to manage entire hotel operations by different levels of users like reservation Clerk, Accounts, POS, Restaurant, Section Manager, GM, VP, CEO etc.

My Responsibility: Gather business requirements, collect user expectations, group user segments, create personas, task flows, information architecture, wireframing, prototyping, presenting or testing with business heads, collect feedback from business heads, lead visual designers and pass UX assets to UI developers. Test UI each stage of development whether the application design is progressing as per UX documentation.

Leading a team of 3 visual designer and 7 UI developers

Jan 2011 - Aug 2015
4.7 years

Sr. UI Developer

McFadyen Solutions - Technopark, Thiruvananthapuram, Kerala, India.

Projects

My Outfit Designer (MOD)- is a B2C application (web and native mobile) used to design or mix and match outfit with wide range of products available in the application. Once user creates an outfit, they can publish it. After publishing other users can like comment and share from the app or through social media.

iTunes : <https://itunes.apple.com/in/app/my-outfit-designer-discover/id515891138?mt=8>

Play store : <https://play.google.com/store/apps/details?id=com.mcfadyen.myoutfitdesigner&hl=en>

Personal Information

Gender : Male
Age : 39 yrs
DOB : 28 Oct 1979
Marital status : Married
Address : #19, 4th floor, #627/5,
Vinayaka Nilaya, 9th main,
26th cross, Sector - 7, HSR Layout,
Bangalore, Karnataka, India.
Permanent Address : Pooram, Aniyoor Temple
Lane, Chempazhanthy P.O,
Thiruvananthapuram, Kerala,
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Mobile : (91) 9495 1216 47
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Website : www.ajaibaburaj.co.in

Website: www.myoutfitdesigner.com

Eventually - is a native iPhone mobile application which is used to manage or organise an events and share it on the app.

My Responsibility: For both projects, gather business requirements, collect user expectations, group user segments, create personas, task flows, information architecture, wireframing, prototyping, testing with users, collect feedback from the users, lead visual designs, A/B testing and pass UX assets to developers. Each stage of UI development verify or test whether the application design is progressing as per UX documentation and user expectations.

Thomas Cook - Html and CSS UI design support for ATG Oracle web commerce application.

Schneider Electric - Html and CSS UI design support for ATG Oracle web commerce application.

ACCO - Html and CSS UI design support for ATG Oracle web commerce application.

McFadyen Branding - Design and maintain all digital branding solution of the company. Like designing corporate presentations, promos, poster, banners, social media support (facebook, twitter and LinkedIn), advertisements, marketing materials etc

Lead a team of 1 visual designer and 1 UI designer

Jan 2008 - Jan 2011
3 years

Sr. GUI Designer

RevenueMed - Technopark, Thiruvananthapuram, Kerala, India.

Projects

RevAudit - MS-DRG and ICD-9 Audit Service.
RevRemit - Paper to ERA Remittance Processing.
RevClaim - Paper to EDI Claims Generation.
RevLogic - File/Batch Management system.
RevHRIS - Human resources management solution.
RevBI - Business Intelligence application.
Pitstop - Intranet application.

My Responsibility: Manage all phases of UI development and UX design support for 7 web based applications.

Feb 2007 - Jan 2008
1 year

Senior Web Designer

Vanilla Networks – Technopark, Thiruvananthapuram, Kerala, India.

My Responsibility: Design websites, convert designed layout to html version for the clients assigned to me using HTML, CSS, flash, interactive flash banner, flash intros, presentations, Corporate identities, illustrations, business presentations, product presentation, brochures, pamlets, etc. Provide design support to .Net, PHP, joomla, wordpress & drupal developers.

Mar 2005 - Jan 2007
1.8 years

Senior Member – Creative

Effects – STPI, Thiruvananthapuram, Kerala, India

My Responsibility: Key role in designing website layouts, convert template images to HTML, CSS, flash banners etc. Design corporate identities, illustrations, business presentations, product presentation, brochures, pamlets, flyers, 3D titling, etc..

Aug 2004 - Jan 2005
5 months

Graphic Designer

A1 future technologies – Kolkota, West Bengal, India.

My Responsibility: Design corporate identities, illustrations, web template, web banners, etc

Jan 2003 - Jul 2004
1.6 years

Graphic Designer

Mibiz – Nandavanam, Thiruvananthapuram, Kerala, India.

My Responsibility: designer for the development of eight Medical CD's for Govt: Ayurveda College, Thiruvananthapuram and designed Eight Medical Encyclopedia CD's for Mibiz. Key role played illustrations for making TV Ads, packet designing, brochures, interface designing, 3D 2D animations, web sites, etc,

Languages

- English
- Hindi
- Malayalam

Academic Qualification

- Certificate in CUA – Human Factors International
- Certificate in Mobile App Design – Human Factors International
- Certificate in 2D Animation - Adhunik digital Thiruvananthapuram
- Professional in Multimedia - Arena Animation Academy, Thiruvananthapuram
- Diploma in Multimedia - Comput India, Thiruvananthapuram
- Bachelor in Commerce - Kerala University (Course completed)