

Yeswanth Mohana Velu

Product Designer & Usability Specialist

About

A Multidisciplinary designer, who loves to create simple designs to meet user needs. **5+ Years of Full-Time Work Experience** and a proven track record in Interaction Design, Information Architecture and production of web and mobile applications.

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Experience

Project YX | Product Designer

Since Jan 2017 · Santa Cruz, CA

Working closely on designing both Customer facing and Backend applications including IOS Mobile, IPAD and Web products from scratch to what it is today. Created UX guidelines, UI kits, maintaining wireframes and prototypes with established hand off procedures to developers.

Southern New Hampshire University | UI Designer - Graduate Assistant

Mar 2016 - Sep 2016 · Manchester, NH

Worked on Customizing external student learning management application Blackboard for college UI guidelines standards and layouts.

ZOHO | Product Designer

Jun 2015 - Nov 2015 · Chennai, INDIA

Responsible for designing an IDE and Data visualization project that links with building a drag and drop code editor.

Quadrant 4 Solutions | UI/UX Designer

April 2013 - May 2015 · Chennai, INDIA

Worked on Qhix - Health Insurance Exchange Platform provider - web/mobile application. Responsible for entire mobile application designs, a major part of Web dashboard and White labeling solutions.

ShoppersOn | UI/UX Designer

Mar 2012 - Mar 2013 · Bengaluru, INDIA

Worked on a loyalty program-based web and mobile application for a fortune 100 E-commerce company Flipkart. Designed and built the front-end customer facing web/mobile application.

Tataatsu | UI Designer Intern

Dec 2011 - Feb 2012 · Bengaluru, INDIA

As an UI Intern my primary role was to create wireframes and HTML prototypes for web/mobile applications in development stage.

Education

Southern New Hampshire University

Dec 2015 - Jan 2017 · Manchester, NH

Master's in Information Technology

Jawaharlal Nehru Technological University

Sep 2008 - Mar 2012 · Anantapur, INDIA

Bachelor's in Information Technology

Tools & Skills

Core Skills

Information Architecture
Interaction Design
Storytelling
Wireframes / Prototypes
Usability Analysis & Testing

Tools

Adobe Design Suite
Sketch
Invision/Zepplin
Framer
Balsamiq

Code

HTML
CSS
Some JS
CoffeeScript