JANARDHAN SHARMA VEMURI

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Professional Summary

Over 20 years of user experience expertise in the technology industry helping both start-ups and Fortune 500 companies to strategize, define, and design web and mobile products and applications. Extensive hands-on experience designing digital products from concept to deployment that are data and usability driven and user-centric.

- Leads project team to deliver effective design solutions within timelines, budget and scope.
- Experience with Agile processes and partnering with technical product management and developers for design implementation
- UX Design, Concept sketches, Information architecture, interaction design, requirements gathering, Low-fidelity and high-fidelity wireframes, personas, process flows, strategy decks, Branding, visual design, proof-of-concept prototypes and UI development and documentation.
- **Industries:** Fin Tech, Edu Tech, B to B and B to C, Technology & Communication, Social Media, Healthcare, Pharma, Retail, Facilities Management, Government and Construction.
- Experience of success optimizing user engagement for brands such as Fujifilm, Prudential, Eastspring Investments, CrimsonLogic, Standard Charted, SONY, CISCO, British Council, Deposit Solutions GmbH and GOGOVan.

Toolbox

● UX & UI Design	● Information Architecture (IA)	● Animation/Motion Graphics
● Prototyping	● Creating Design Concepts	● HTML5/CSS3
● Sketching	● Affinity Diagramming	● jQuery/React/Angular
● Logo & Corporate Identity	● Application Icons & Diagrams	

Software

Wireframing & Prototyping

		Animation & eLearning
● Figma	● InVision	● Adobe After Effects
● Adobe Photoshop	● Sketch	● Adobe Premiere
● Adobe Illustrator	● Adobe XD	● Miro

Professional Experience

Senior UX/Product Designer | Forensic Alpha Pvt. Ltd   Jun 2022 – Present

My primary focus at Forensic Alpha is to drive and translate the product marketing strategies of the company into concepts.

- Work collaboratively within an Agile process with product owners, project managers, UI and developers.
- Worked closely with key stakeholders across the Product, Engineering, Marketing and Data Analytics team.
- Developed and enhanced the company's existing designs and incorporated new features as they are released.
- Led every aspect of the design process, from concept development to testing ahead of the release.
- Created a centralized library of design patterns and standards in Figma.
- Analyzing challenges of existing design and adapting best experiences from the web to mobile devices.

UX/Product Designer | TechnoIdentity Solutions Pvt. Ltd   Oct 2017 – May 2022

Key Responsibilities

- Define and implement a standard User Experience design process and set of deliverables.
- Curate a centralized online library of design patterns and standards.
- Analyzing challenges of existing design and adapting best experiences from the web to mobile devices.
- Created all UI/UX deliverables for social media application, including wireframes, concept sketches, prototypes, visual designs, style guide, and design pattern library.
- Delivered concept sketches, wireframes, dashboard screens for data validation, data visualization and reporting.

Accomplishments

- Produced wireframes, story boards and visual designs for digital cash management, lending and mortgage products for **www.raisin.co.uk**
- **Sales Force Automation:** Real-time information systems for customer relationship management marketing and management that help automate sales and sales force management functionalities. Geofencing, agent tracking, and Geo- Incident report.
  https://sfa.indosatooredoo.com

- **iConnect:** An enterprise social media helps all employee to communicate and collaborate openly. You can connect with all people, share, recognize, pooling survey, and RSVP enterprise event. https://play.google.com/store/apps/details?id=com.indosat.digioffice.iconnect
- **Digi Office:** Digi Office is Indosat Ooredoo employee application, an all-in-one app to simplify employees' journey. https://play.google.com/store/apps/details?id=com.iwork

Creative Head | Web Synergies India Pvt. Ltd   Jan 2010 – Sep 2017

Started as UI Designer and promoted to Creative Head for UI/UX. A proven knowledge of creative strategy, vision, communication, and management. I'm well versed in all aspects of Web design, development and production with an emphasis on user-centered design, UI standards and usability.

Key Responsibilities
- Sketching, Creating wireframes, storyboards, UI flow charts, high fidelity mockups, and interactive prototypes.
- Imagine/Visualise cutting edge user experiences.
- Collaborate and mentor a team of UI designers to deliver & launch great designs.
- Working within product development team to guide technical decision making that impacts the user experience.
- Established UX design as the first stage of all Web and mobile application development for enterprise and consumer, instituting a user-centered design (UCD) approach.
- Worked on site directly with clients, translating business goals and objectives into compelling design solutions.

UI Lead Designer | Web Synergies India Pvt. Ltd   Jan 2005 – Dec 2009

Key Responsibilities
- Providing UI Design for Web-based projects, including dashboards, widgets, and products.
- Created design prototypes, including graphic design, site navigation, and layout of content, for extensible website design.
- Work closely with developers to facilitate the implementation of user experience designs and consistency.

Senior Web Designer | Web Synergies India Pvt. Ltd   Jun 2001 - Dec 2004

Key Responsibilities
- Working closely within a project team, to turn creative designs into working websites.
- Created mockups, wireframes, and prototypes.
- Produced design presentations.
- Flash Intros for various web sites.

- Played an active role in creation of sites under strict deadlines.

Accomplishments:
- Responsible for managing the creative process for below sites for their site revamp, including interpreting requirements, creating concept designs, producing detailed design documentation, and facilitating design walkthroughs.
- Responsible for re-branding, sketching, wireframing, prototypes and visual mockups.
- Designed ATM and kiosk interfaces, including transaction flow, screen layout and graphic assets for **ANZ Bank Singapore.**
- Designed UX/UI and prototyped Enterprise Cargo management system for **Mediterranean Shipping Company (MSC)** which enable agents to access the information they need more intuitively, and boost productivity company-wide throughout the region. (Intranet)
- Applied brand identity, typography, photography, color and other ingredients to create innovative visual solutions that meet business and user needs for the Product "KisanKhazana" for **Somaiya Group Ltd**.
- Designed and managed high-impact, user-centered ecommerce website and iOS app for **Cold Storage Online** with strong emotional appeal, sophisticated production values and intuitive navigation to maximize user engagement. Created application icons, diagrams, blueprints and graphics.
- Managed designs of user interfaces for **SONY Corporation** such as screen-flow diagrams and UI components for their Marketing and Budgeting System (Intranet).
- Develop conceptual diagrams, wireframes, visual mockups, click-through and prototypes for the web, Android and iOS version of the social media Travel solution **"Tripanzee".**
- Created & Designed Captivate interactive employee training modules for **The Association of Banks in Singapore.** (Intranet)
- Designed Enterprise Kiosk application UX and UI for **SONY Corporation** which provides product information to the customers. This interactive kiosk allows users to enter and retrieve the details about products.

Web Designer | Cyberspace Technologies Pvt. Ltd.   Jan 2001 - Jun 2001
- Developed and designed new web interfaces, layouts and site graphics.
- Designed logos, paper advertisements and brochures.
- Creating flash presentations and other marketing collaterals.
- Coordinating with marketing team for the presentation of website and other marketing material.

Education and Certifications

- **Bachelor of Science – 1998**
  Sri Krishnadevaraya University, Anantapur.

- **Diploma in Mechanical Engineering - 2001**
  The Institution of Mechanical Engineers (India), Mumbai

- **Certificate in Web Design for Usability** and **UX Designing,**
  Interaction Design Foundation.
  https://www.interaction-design.org/janardhan-sharma/certificate/course/MJtXMsvqx

- **Certification in Design Thinking by Alan Cooper**
  https://www.udemy.com/share/103ex4AkQYd1lTRX4=/

- **Certification in UX Strategy and Design**
  https://www.udemy.com/certificate/UC-BQLR2T76/

Portfolio / LinkedIn

- **https://www.linkedin.com/in/sharma4design/**
- **https://www.behance.net/sharma4design**