

Summary

More than seven years of experience in designing & prototyping user interfaces; performing, planning & conducting heuristic evaluations, accessibility reviews, task analyses, & usability tests for mobile, web and desktop technologies. Creative, innovative problem solver. Demonstrated leadership ability in managing interdisciplinary teams using effective oral & written communication skills. Excellent planning skills. Productive in fast-paced, deadline-driven environments.

User Experience Designer (July 2007 - current)

Accela, Inc, San Ramon, CA

- Played substantial part in the design of multiple products (mobile, desktop and web) and features, from ideation to implementation
- Led the design phase of a new touch enabled product, built using WPF, targeted at field workers using tablet PCs
- Re-designed the UI of the flagship product with a focus on improving the navigation, interactions and the visual design.
- Played a pivotal role in making all products meet 508.c accessibility guidelines
- Conceptualized and designed a new, central framework that consolidated the administration tools for the products; provided an interface for several tools that were previously text based
- Researched and analyzed the business practices of an Arabic government agency and used the data collected along with industry standards to shape and support the Internationalization and Localization effort of the product
- Designed the mobile version of the public portal solution targeted at feature phones (without support for JavaScript or advanced CSS features); Worked on applications for the iPhone and iPad.
- Developed and conducted regular usability evaluations and focus groups

Graduate Research Assistant (Sep 2005 - Aug 2006)

Center for Wireless Telecommunications (CWT), Virginia Tech, Blacksburg, VA

- Developed an interface, utilizing user-centered design principles and participatory design techniques, taking into account the contexts of use of various first-responders.
- Conducted ethnographic studies and interviews of end users to gather requirements
- Iterative design and usability testing of an interactive interface prototype
- Developed usability evaluation tasks and questionnaires for testing

Work Experience

Instructor (Jan - Oct 2006)

Faculty Development Institute (FDI), Virginia Tech, Blacksburg, VA

- Responsible for teaching faculty and freshmen Tablet PC technology and software
- Created learner-centered instruction material, structured around participant needs
- Taught and assisted FDI workshops on Web Development & Design, Digital Tools & Content and Tablet PCs

Graduate Research Assistant, (Sep - Dec 2005)

Department of Computer Science, Virginia Tech, Blacksburg, VA

- Created a LASER exhibit for the Anywhere Museum concept aimed at attracting the viewers' attention while imposing minimal cognitive load

Expert Reviewer, (Nov - Dec 2004)

Assessment and Cognitive Ergonomics (ACE) Lab, Virginia Tech, Blacksburg, VA

- Conducted heuristic analysis and cognitive walkthrough; identified design attributes violating cognitive ergonomics & hand-held usability principles

Webmaster and Designer (Aug 2004 - May 2005)

Center for Geospatial Information Technology, Virginia Tech, Blacksburg

- Redesign of existing department website with a focus on usability, navigability, aesthetics and effective presentation of content
- Involved user needs analysis, closed card sorting and consistency inspections.

Academic Projects

Design of Phoebe's Field (Aug 2005 - May 2006)

- A year long endeavor sponsored by the National Science Foundation
- Part of a team that conceptualized and designed the form and the interface for an interactive handheld device that would act as a guide and companion to the visitors of the museum
- Responsible for conceptualizing and designing an interactive website focused on the target group while maintaining functional and aesthetic consistencies to the overall project

Design of Calvin's Box (Aug 2005 - May 2006)

- A CyberArt project created to observe a user's reaction and behavior towards a constantly changing system in a sociable environment

Design of Faculty-centered Web-based Learning Modules (Jan - May 2005)

- Development of an interactive, user-centered, self-contained web-based training tool to support faculty teaching and advising of international and domestic ethnic minority students
- Involved user requirements analysis, task analysis, accessible design, information architecture design, interaction design, and usability testing

Design of 'pPING', a System to Distribute Real-time Parking Data (Jan - May 2005)

- System aimed at facilitating parking and easing the congestion in parking lots. A prototype providing near real-time parking data directly to the vehicles on the move was implemented and tested
- Used conceptual design techniques such as brainstorming, storyboarding, bodystorming & photomontages, ethnographic studies, content analysis & mapping and interaction design

Design of Multipurpose Gardening Tools for People with Cognitive Disorders (Aug-Dec 2004)

- Electrically operated tools with the ability to be integrated into a wheelchair or a portable stand. Designed to incorporate multiple disabilities and disorders
- Human-Machine interface design involving task and function analysis with particular attention to ecological validity and accessibility

Design of 'SpeedyOrder', secure automated ordering system for food courts (Jan-May 2004)

- System consisting of a kiosk allowing customers to search menus based on price or cuisine and order food, a shop console and an administrative console
- User Interface mockup and design focused on learnability, efficiency and memorability based on ethnographic studies followed by heuristic evaluations and re-design

Proficiencies

Expert: Human Factors, Usability Engineering, Interaction Design, Information Architecture, User Research, Software Prototyping, Accessible Design, Interface Design and Ergonomics.

Moderate: Graphics Design, Multimedia Authoring and Statistics

Basic: Industrial Design

Tools and Technologies

Adobe Photoshop, Macromedia Dreamweaver, Multimedia authoring and editing tools, Adobe Indesign, Minitab, Microsoft Visio, HTML, JavaScript, CSS, & AJAX..

Education

M.S., Industrial and Systems Engineering, (Human Factors Engineering and Ergonomics)

Virginia Polytechnic Institute and State University, Blacksburg, VA.

B.S. Electronics and Communication Engineering,

University of Madras, Chennai, India

Achievements and Activities

- **Co-Inventor on provisional patent** filed for the exhibit components of Phoebe's Field™
- **Tuition Scholarship** from the Dean of Graduate School, Virginia Tech (2006)
- Member, Human Factors and Ergonomics Society, VT Student Chapter (2004 onwards)
- Assistant PR for Council of International Student Organizations at Virginia Tech (2003 - 2004)
- Vice-President of College Student's Council (2001-2002)