

# Karthikeyan MK

User Experience Analyst – 7+ Years

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## Skills

User Centered Design  
Human Computer Interaction  
Heuristic Evaluation  
SUS Measurement  
Usability Testing  
User Interviews  
Questionnaire  
Touch Point Analysis  
Requirement Gathering  
& Analysis  
Persona Creation  
Conceptual Models  
Information Architecture  
Wireframes  
Interactive Prototyping  
Visual Mock-ups  
Human Factor  
Ethnographic Study  
User Interface  
Agile Methodologies  
Hand Drafting

## Tools

Balsamiq  
Axure RP  
Photoshop  
Illustrator  
MS Office  
Apple Keynote

## Education & Certification

- Advanced User Experience Design from UX Mint, Chennai – May 2015
- B.Tech. Information Technology from MNM Jain Eng. College – Mar2008

## UX Career History

Royal Dutch Shell	<b>UX Analyst</b>	<b>Oct 2016*</b>
Caterpillar India Pvt. Ltd.	UX Engineer	Dec 2015 – Sep 2016
Tata Consultancy Services	UX Designer	May 2014 – Dec 2015
Cognizant Technology Solution	UI/UX Designer	Oct 2012 – May 2014

## Project Highlights

**NutriMax User Engagement:** *Field study, User Research and Competitor analysis to increase the user experience of NutriMax Organic Agro Manure and Fertilizers manufactures (Personal Project) <http://nutrimaxorgo.com/index.html>*

**NutriMax e-commerce portal** UX Enhancement (In Progress) – Field study in their retail outlet, identified the pain points and best solutions for it – Customer Satisfaction measurement through questioners and informal interviews – Workshop with business to identify data requirement from valuable customers, for extending their foot-prints across Bangalore and increase their product ranges – Brainstorm on previous commercial stall experience in trade fairs and organic shows – On-field customer interviews and surveys in Organic Millet Trade Fair 2017 conducted by Karnataka agriculture department

**Advocate UX practice:** *Propose best UX practices for product owners across function (Shell)*

Networking with internal HR product owners and propose best UX solutions in accordance to Employee Centric mindset – UX reviews and evaluation for various products across organization – Explain UX enhancements through visual mockups – UX engagement for vendor selection – Defining KPIs – Usability Testing – Observations & findings through documentations

**CPM Simulator:** *iPad application to simulate wheel loader's operation for training purpose (Caterpillar India)*

Workshop with Business to understand business requirements – Task analysis & Task prioritization – Affinity mapping to group the relevant data –

Information architecture with optimal hierarchy – Simple & Highly intuitive users interface focusing on new operator trainees – Detailed visual mockups – close connect with development team to ensure defined usability functionalities are in place by As-Is, To-Be comparison

**Forestry:** *Product revamp for Web & Mobile medium, which is used to manage and monitor fleet of forestry equipment (Caterpillar India)*

Measured product satisfaction through System Usability Scale – Informal telephonic User Interviews to identify pain points in the system – Focus group with stakeholders and SME's – Requirement Analysis – Optimal Information architecture – Simple & Intuitive user interface – Enhanced search functionality – Responsive & Fluid layout – Peer reviews on various stages in project

**Flag:** *Idea for social networks to organize the data for easy findability and better access during natural disasters (Personal Project) [http://oviyen.com/ux\\_flag.html](http://oviyen.com/ux_flag.html)*

Real time Information gathering from Social Networks and other medium – Individual User interviews to identify the difficulty in finding the required data during emergency – Personas representing the Help Seekers, Volunteers and Donors – enhanced Information architecture – visual mockups that explains the concept

**Token System for Cancer Hospital:** *Token System concept replacement for existing first come first serve method, which drastically reduces the waiting time of cancer patient for treatment consultation (Personal Project) [http://oviyen.com/ux\\_cancer\\_app.html](http://oviyen.com/ux_cancer_app.html)*

Field study in hospital to understand the consultation process – Individual interviews with patient to understand their emotion and frustration level during their consultation cycle – Identified user group and represented through persona for token categorization – Ideated enhanced token system which is replacement of first come first serve method

**Store IoT:** *POC for NRF (National Retail Federation) 2015 on **Internet of Things** targeting Retail Giants and implementation in Retail Innovation Lab as a demo for CEO Visit (TCS)*

Identified market standard IoT products and brainstormed their functionalities – Best possible connection of appliances through logical maps – Created scenarios based on footfall assumptions – Information architecture – Paper prototypes and iterations – wireframes & Mock-ups – End to end User flow & Navigation – Simple & Highly functional User Interface Design – Aesthetically appealing visual design, in accordance with Android and IOS guidelines – Association in UX functionalities validations during implementation

**3D Career History:** Emantras (Jun 2012 – Oct 2012), Edukite Learning Pvt. Ltd (Aug 2009 – Feb 2012)  
Converting Storyboard in to 3D animated video for Educational purpose – Association in 3D Modeling, Animation, Texturing, Rendering, Compositing

### Personal Activities:

[Street Romeo](#) – Photo story on Street Dogs

Marathon

[Outdoor sketching](#)