

Karthikeyan Kandavelu

User Experience Specialist – HFI CUA

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[Linked-In Profile](#)

UX Skills

User Centered Design
Design Thinking
Interaction Design
Emotional Design
Strategy & Planning
Heuristic Evaluation
Usability Testing
User Interviews
Contextual Inquiry
Task Analysis
Card sorting
Survey & Analysis
Affinity Mapping
Information Architecture
Persona
Scenario Creation
Journey Mapping
Sketching & Visualization
Mockups & Wireframes
Tasks & User Flows
Interactive Prototypes
Accessibility Improvement

Tools Expertise

Balsamiq
Axure RP
Proto.io
InVision
Adobe Creative Suite
MS Office
MS Visio

Education & Certification

- **Certified Usability Analyst** [2017-6781](#) from *Human Factors International*
- EDGE – Agile White Belt Certified by shell
- Advanced User Experience Design by UX Mint
- B. Tech IT by MNM Jain Engineering College

Professional Expertise

- User Experience Specialist with **8+ years** of experience with proven quality in delivering simple, intuitive and usable digital products to achieve superior user experience
- Strong UX Advocate for organization by being voice of end user
- Strong influencer of Design Thinking to foster user centricity and inclusive digital product
- Proven excellence in translating *User Centered Analysis* in to *Conceptual Design*
- Skilled in improving web experience for mobile and desktop mediums by applying best industry practices
- Hands-on in accessibility testing and observation
- Creative, Artistic, Designer, Critical Thinker and Agile by nature
- Motivated team player who fosters inclusion, trust and transparency

Career History

	UX Specialist	Oct 2016 – Present
Royal Dutch Shell	UX Engineer	Dec 2015 – Sep 2016
Caterpillar India Pvt. Ltd.	UX Designer	May 2014 – Dec 2015
Tata Consultancy Services	UX Designer	Oct 2012 – May 2014
Cognizant Technology Solution	3D Generalist	Aug 2009 – Feb 2012

Project Highlights

HR Transformation Program: To improve Shell HR Enterprise experience through Cloud transformation and enhance user experience (**Shell**)

- Realize the existing HR applications experience through expert review and User Centered Analysis
- Suggested feasible UX improvements as quick win
- Periodic UX measurements to foster continues improvement on HR applications
- Define UX KPIs and measurement through moderated usability testing
- Contextual inquiry with content consumers to understand their expectations and situations they encounter to search policies
- Remote user interviews with content stakeholders to understand the bottlenecks in content create/update processes in SharePoint
- Task Analysis to understand the complexity of existing HR Transactions
- Comparison study with *interactive prototypes*, to realize the pros & cons
- Achieved consistency in HR content pages through templates re-design
- Improved content findability through simplified *Information Architecture*, page re-design, new content *schemes* and quick links for relevant attachment
- Accessibility testing to realize HR application experiences with specially challenged employees
- Adhere agile principles through strict alignment to product owner's priority in UX improvement

Share Point Intranet UX Improvement: UX improvement engagement with intranet stakeholders to improve intranet portal experience (*Shell*)

- Proposed UX improvements for intranets based on design rationale
- Proposed quick wins and feasible solutions with realistic timelines by understanding the SharePoint restrictions
- UX Strategy for intranet improvement with critical success factors, usability measurement criteria's and metrics
- Analysis on intranet page hits to understand page visit frequency, drop-offs
- *Personas* representing the key user segments and mapped the critical touchpoints to *User Journeys*
- Information Architecture and main menu navigation re-design for quick and easy access of other business division intranets
- Governance to achieve unified intranet experience
- Improved content readability through enhanced page layouts and re-design

Forestry: Conceptualize solution to Monitor and Manage fleet of forestry equipment and to convert telematics data in to visual insights for mobile and desktop medium (*Caterpillar India*)

- Analyzed the business goals and defined the UX Scope
- Task prioritization and task analysis for critical tasks
- Analytical and operational dashboard design for insights on equipment's health, job allocation and net profit
- Information architecture capable of accommodating future expansion on business units and equipment's
- Simple user interface with best color and contrast schemes that supports sunlight
- Simple user flows and Intuitive interactions with easy proximity
- UX representative for the project and close connect with development team to ensure defined usability functionalities are in place

Store IoT: iPad application based on **Internet of Things** to enhance in-store experience by monitoring and managing connected appliances and store associate. The application was showcased in National Retail Federation 2015 by representing Tata Consultancy Services (*TCS*)

- Quick low-fidelity prototypes for brainstorming and discussions
- Dashboard design for graphical insights on footfall, appliance health, power consumption, appliance failure, temperature and freshness level
- Conversion and drop-off patterns by analyzing business KPIs on footfall
- Categorize information, actions and insights
- Critical task flows for appliance failure, recommended solutions as quick fix, and threshold performance alerts
- Simple user interface to control appliance, lighting and music moods
- Wireframes, User flows and Interactive prototypes
- Visual design in accordance with Android and IOS guidelines

NutriMax: Field study, User Research and Competitor analysis to increase the Conversion and Customer Experience for NutriMax organic manure and gardening suppliers (*Personal*)

- [NutriMax e-commerce portal](#) re-design
- Review on competitor sites to realize the gap on product/information findability, conversions and leads
- Field study with NutriMax customers in Organic Trade Fairs to understand the expectation on organic products and gardening services
- Analyzed potential competitor products and customer experience by visiting Organic Fairs and retail outlets
- *Personas* for targeted market segments
- User Journey to picture the portal usage on various scenarios by end user and business
- Frequent engagement with stakeholders to foster customer experience improvement
- Help business by gathering valuable data from potential customers through surveys and interviews