

Karthikeyan Kandavelu

User Experience Specialist – 8+ Years



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

- EDGE – Agile White Belt Certified by shell
- **Advanced User Experience Design** by UX Mint
- B. Tech IT by MNM Jain Engineering College

Professional Expertise

- Certified 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 promoting emotional design and being voice of end user
- Strong influencer of Design Thinking to foster user centric approach
- Proven excellence in improving web experience for mobile and desktop mediums with best industry practices
- Hands-on in accessibility testing and improvement to create inclusive digital products
- Creative, Artistic, Designer, Critical Thinker and Agile by nature
- Motivated team player who fosters inclusion, trust and transparency

Career History

Royal Dutch Shell	UX Specialist	Oct 2016 – Present
Caterpillar India Pvt. Ltd.	UX Engineer	Dec 2015 – Sep 2016
Tata Consultancy Services	UX Designer	May 2014 – Dec 2015
Cognizant Technology Solution	UX Designer	Oct 2012 – May 2014
Edukite Learning Pvt. Ltd.	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 application experience through expert reviews and qualitative analysis with end users focusing on their goals and needs – Suggest feasible UX improvements as quick wins – Periodic UX measurements to foster continues improvement on products and services – Define UX KPI and moderated usability testing to measure it – Evaluation on SUS, number of Clicks/transaction, error & success ratio, effectiveness and efficiency – Contextual inquiry with content consumers to understand policy search process on various instances – Skype interviews with HR Policy page owners to understand their ways of working in content create/update processes and to discover pain points – Task Analysis to understand the information flow of HR Transactions – AB Testing with interactive prototypes to realize the best page layouts – Improved content findability through simplified Information architecture, improved landing page re-design, re-structured content categorization and quick links for relevant attachment – Content templates re-design to achieve consistent content experience – Accessibility testing to realize screen reader compatibility of HR applications – 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*)

UX strategy and planning proposal with design rationale to improve existing intranet portal experience – Proposed feasible solutions with realistic timelines – Governance model for continuous user experience improvement for Intranets – UX methodologies, industry best practices, toolkits and templates as easily understandable documents to support the team for UX guidance – Analysis on user hits to realize the user types and page visit frequency – Persona creation and User Journey Mapping to understand the existing intranet experience and emotional status on touchpoints – Information Architecture re-design for quick and easy navigation to other business division intranet – Understanding in Share Point feasibilities based on internal restrictions and suggested valuable UX Improvements – Improved content readability through enhanced page layouts and re-design.

Forestry: Conceptualize solution to Monitor and Manage fleet of forestry equipment's for web and mobile medium (*Caterpillar India*)

Analyzed the requirements and define the UX Scope – Realized page level task priorities through prioritization matrix – Information architecture to accommodate future expansion on business units and equipment's – User flows and interactive prototypes – Facilitated usability testing and improvements based on the testing observations – Simple & Highly intuitive user interfaces and interactions with best proximity and accessibility – UX representative for the development team to ensure defined usability functionalities are in place

NutriMax: Field study, User Research and Competitor analysis to increase the Customer Experience (*Personal*)

NutriMax e-commerce portal re-design – Field study in retail outlets and Promotion stalls in organic fairs to understand customer needs and expectations – Analyzed competitors product and customer experience by visiting Organic Millet Trade Fair 2017 – Identify user groups and respective product/service needs – User Journey to picture the portal usage on various scenarios by end user and business – Frequent engagement with business to foster customer experience improvement through various feasible techniques like surveys, customer interviews, feedback loops, showroom experience improvement, etc. – Help business by identifying data requirement from valuable customers, for extending their foot-prints and product ranges

Store IoT: POC based on **Internet of Things** to enhance in-store experience by monitoring and managing connected appliances based on footfall logic which was showcased in National Retail Federation 2015 (*TCS*)

Operational and analytical dashboard design for insights on appliance health, footfall, power consumptions, room temperature, freshness level, etc. – Analyzed Footfall hits and identified footfall patterns and logics to control appliance usage, lighting moods, music, refrigerator, HVACs etc. – User flows for alerts on appliance performance threshold and failures with suggestive actions – Collaborated with team for brainstorming sessions and whiteboard discussions to set controls for appliances based on footfall patterns – Information Architecture for various authorized user roles – Simple user interfaces for store admin to manage store associates and to set future tasks – Wireframes and visual design in accordance with Android and IOS guidelines

Flag: Alternate idea for #Tag by filtering the search result based on pin-code. The goal is to eliminate mems from the search result during natural calamities (*Personal Project*)

Research in social networks (Facebook and WhatsApp groups) to discover the user search pattern for volunteering and seeking help during natural calamities – User interviews to discover the pain points – Affinity mapping from the research – Personas creation based on information search (Help Seekers, Volunteers and Donors) – Information architecture redesign for Facebook – visual mockups that explains the ideas