

Praveen Babu S

UX Architect & Design Lead (15+ Yrs)

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Valid U.S. business visa holder

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PROFILE

I am a Visual communication graduate and Usability Analyst from Human Factor International (HFI) who is now a UX design practitioner. I believe in simplifying the complex experience with the power of design, specific to the target users. I am a Team player and Inquisitive minded.

SKILLSET

Design Thinking - User Centred Design - User Interview - As is/To be Scenario - Journey Map
Persona Creation - Root Cause Analysis - Requirement Gathering - Stakeholder Engagement
Information Architecture - Wireframe - Paper Prototype - Heuristic Evaluation - Usability Testing -
Visual Design - Icon Creation - Style Guidelines

TOOLS

Adobe XD - Figma - Invision - Miro - Mural - Jira - Aha - Adobe Photoshop/Illustrator

EDUCATION & CERTIFICATIONS

- Usability Analyst from Human Factor International (HFI)
- Advance User Experience Design from UX Mint
- Digital Media Animation Program from Image
- Bachelor's Degree in Visual Communication from St. Thomas College, 2008

WORK EXPERIENCE

Caterpillar Inc, UX Architect & Design Lead
Development & Research, Sr. Engineer - CTCT

Oct 2022 – Present

- My role as an architect includes requirement gathering, user research, defining customer problems to create wireframes by considering hierarchy, grouping of information and navigation flows
- Validate designs with bench alpha testers & internal V&V teams and creating Functional Specification (FSP) documentation to ensure design clarity
- Collaborated with global cross-functional teams like Product Leads, Tech Leads, UX peers, Developers, Visual Designers, Alpha Testers, V&V, UA and Translation teams

- Facilitated and presented in forums such as UX/Dev/Product sync-ups, UX crossovers, Lead's catch-ups and managing & mentoring design teams
- Contributed to products such as Earthworks, Roadworks, Grade, and Minestar, across machine types including Paver, Cold Planner and Compactors for TD displays and web platforms
- Played an active role in innovation and engagement initiatives such as Hackathons, Innovation Teams and Day in Dirt programs. I was also part of the Troika leadership team

TATA Consultancy Services, Asst. Consultant, UX Designer
Digitals - BFSI US EAST

Sep 2019 – Oct 2022

- Worked with clients like Morgan Stanley, New York Life, BNY Mellon, JP Morgan Chase, Royal Alliance, Equitable, MetLife, PWC, DTCC, Freddie Mac, Pella e.t.c
- Gathering requirement from various stakeholders like Client partners, Business analyst etc
- Proposing initial solutions to customers and evangelising accordingly
- Worked on various Augmented reality PoC like Shopping, Credit card & Home Buying
- Created design solutions for Web, Mobile and Tab application
- Key deliverables: Personas, Heuristic evaluation, User journeys, Information architecture, Hi-fidelity wireframes, Clickable prototypes, Visual designs and Style guide etc.

HCL Technologies Ltd, Technical Lead, UX Designer
Products and Platform Lab

June 2017 – Sep 2019

- Worked on web apps like IBM Transformation Extender, PCOMM, HOD, HACP EE and UNICA
- Conducted user research to identify pain points, usability testing to validate solutions and playback sessions regularly with Stakeholders, Engineering team and Users
- Conducted user research to understand product usage, pain points and goals
- Based on customer's inputs & business needs, hills were defined to what needs to be achieved and As-of/ To-be scenario created to provide solution scenario
- Taking part in daily Stand-up Scrum meetings to be in align with the engineering team and acted as design owner throughout all project lifecycles
- Contributed as a member of the UX COE, driving new initiatives, knowledge sharing, and design consistency across products.

LIMA, Asst. Manager, Creative Designer

May 2016 - June 2017

A Healthcare mobile application to reduce waiting time on doctor's consultation for various specialities.

- User research was conducted to study about users mental model
- Based on the user requirements Personas, Information architecture, Task flows were derived
- Interacted with front-end developers & content writers to ensure compliance with UX goals

- Regular feedback sessions with users was conducted and secured approval for final design signoffs with stakeholders - influenced and negotiated with stakeholders at all levels
- Conducted usability testing sessions to ensure UX design is in-line with users expectations
- Presentation was created at the end of each design phases with sketches, Personas, task flows, wireframes, visual design and user feedbacks to be in align with all

Dr. Mehta's Group of Hospitals, Sr. Creative Designer

Oct 2013 - Apr 2016

Responsive web and mobile application to monitor and track external doctor's referring cases to hospitals.

- Understanding the need & requirement from the users
- Derived Information from respective departments like Pharmacy, Billing, DRM, NICU, PICU
- Designed simple navigations with highly functional User Interface for tracking referred patients by doctors, billing information's etc.

A complete parenting application towards the child care health problems and treatments.

- Planned and moderated various user research sessions with focus group
- Information Architecture, Wireframe & Rapid Prototypes and Visual Design
- Coordinating with development team to ensure defined usability functionalities are in place

Freelancing, UI Designer

Mar 2012 - Sep 2013

Smart health application for pregnancy scan assistance on status, follow ups and reminders.

- Brainstorm on possible ways of developing app with patient and sonologist
- Intuitive operational dashboard-based reports to update the foetus growth and development
- Complete sketching, wireframing and visual design while collaborating with front-end developers to ensure effective design implementation

Edukite E-Learning Service, 3D Designer

Feb 2010 - Feb 2012

- Developed 3D Animated educational videos to demonstrate for students
- Created simple and user-friendly interface for curriculum software's for different grades

Criya Media works, 3D Animator

Jul 2008 - Oct 2009

- Providing graphic design support and animation for digital resource productions
- To develop, create and maintain design specifications and to develop visual design solution