

About Me:

Over **12 years** of designing/developing collective projects on consumer and enterprise applications, seeking dynamics of creative challenges and rewarding positions as a **Lead User Experience/ IA, ID and UI Designer** to develop innovative products and express brands through strategically driven design and interactive model. With a background in **Management & User Experience**, as a UI/UX Product Design lead worked on websites, Web/flash applications and hand held devices to analyze and determine the need of end users.

My studies go beyond the cognitive approaches taken by a user in a context, while using an interface. Essentially, I believe that without the understanding and interpretive knowledge of the human mind, creation and innovation fails in delivering what is essential. My **experience** spans across domains like **Telecom, Government, Retail, E-Commerce, Travel & Transportation, Media & Entertainment, Networking, Education, Management Consulting** and finally **gaming**. I am a media designer with creative instincts, strong technical and communication skills; I am seeking opportunities to collaborate on new and interesting projects that involve creative problem solving. Highly proficient in most current Adobe Creative Suite 5 (CS5), Flex, Balsamic Mockups, Visio, Microsoft Expression Blend experience and IOS app development. Knowledge in creative presentation skills is an advantage for the senior management for presentations.

Education:

MBA: Masters in Business Administration (Morrison University, Reno, NV) – 2010

PGDGA: Post Graduate in Digital Graphic Arts & Animations (Multimedia Degree) -2002

Strengths & Skills:

- User Research & Interaction Design
- Web Design / Development
- Graphic Design / Illustration
- IA and Visual Design
- Web Analytics
- SharePoint & Oracle Portal
- Kendo UI JQuery UI and Sencha
- Project Management
- Creative Strategy
- Photoshop CS5
- Illustrator CS5
- Dreamweaver CS4
- 3D Studio Max (Beginner)
- Print Design & Presentations
- Video Production
- CSS & JavaScript
- Expression Blend
- e-Learning
- HTML 5 / DHTML
- Layout and Icons
- Flash Action Script (2.0, 3.0)

Experience:

Realization Tech Inc | Sr. UI/UX Designer | Feb 2012 – Present (FTE)

San Jose, CA

Responsible as a Sr. UI/UX Designer, primarily involved performing analyses of computer systems and related software/applications for the design and development of interfaces through which our clients access our patented enterprise project execution management software on various existing and emerging platforms (e.g., for iPads, Android, Web 20/tablet, and other



Vinay Kumar Marisetty
Sr UI Designer
Illustrator
Researcher
Interactivity
Animator
Developer
Analyst

related mobile technologies). In this capacity, I provided the project execution management needs of our clients by ensuring compatibility and integration of our computer systems so that our patented technology can be shared optimally across platforms. In order to address the complex business needs of our clients, I analyzed business-related requirements, technical specifications, and information architecture and user flow diagrams in order to translate them into highly functional, interactive designs for effective user interfaces and an enhanced user experience. In addition, I am responsible for overseeing: customization of computer systems and software/applications; and development and implementation of new, expanded system features. Interact with Realization's product managers, implementation group, and developers/programmers. Through approvals and signoffs from Executive Management and Product department for User Interface and User Experience implementation

IGT | SR UI/UX Product Designer | Sep 2009 – Feb 2012

Reno, NV

Responsible for User Interface design and development for products like sbX, EZPAY, TableID, HCU using Adobe Photoshop CS4, Adobe Flash CS4, Illustrator, Visual Studio using latest technologies like XMAL. Improved user experience and supported graphic resource needs for various products in EGS department. Create wireframes, visual mockups, UI specs and flash designs for service window applications. Created design strategy and implemented in various UI-UX projects. Responsible for reviewing creative work, provide art direction and design feedback when working with junior designers and developers. My technical and creative instincts allowed me to work on multiple projects. Work with product management and engineering to ensure that graphics and lay-out designs meet customer requirements and implementation constraints. Create Information Architecture Diagrams, Scenario, or Storyboard Documents, Interaction Flow Diagrams, Wireframes, Information Architecture, Style Guides, and User Interface (UI) Specifications. Managed multiple leads of projects and managed team of artist/designer. Conducted research and data evaluation on interactive products, created user personas. Create iPad and iPhone application for casino services and games. Create graphics, animations using flash and after effects for various service window applications.

Caltrans | SR Web UI/UX Product Designer | Jan 2009 - Sep 2009

Sacramento, CA

Responsible for User Interface Design for web applications and websites using Adobe Photoshop CS4, Adobe Flash CS4, Illustrator, Visual Studio, Using latest technologies like XMAL. HTML, CSS, Java Script, and the company's custom web development and content management tools, in addition to promotional brochures, posters, icons and logos. Educated stakeholders about user experience methodology, succeeded in transforming the way they looked at and thought about their system – by enabling them to see it through user's eyes. Participate in early sprints of agile methods. Work ahead of sprint and keep the work ready for the dev team for development. Created the rich user experience and user interface design for their Archeological data collection application for constructions process. Involved in the hiring process and recruited world-class talent user interface development group. Support flash action script for interactive service window applications across the apps team. Involved in the research and discover phase of the

apps development for client and user research. Created the rich presentations for the corporate initiatives

Microsoft | SR Technical UI/UX Consultant | Aug 2008 - Jan 2009

Redmond, WA

Responsible for User Interface Design and Implementation of Microsoft Online Customer Portal (MOCP) using Adobe Photoshop, Flash, HTML, CSS, JavaScript and the company's custom web development and content management tools. Involved in daily scrums create IA, Visual design for agile process. Responsible for Branding and Standard establishment for Microsoft Online Customer Portal, (MOCP) and implemented the latest technologies like Dundas Suite and Fusion Charts for analytics data visualization for higher management. Leverages information architecture as the key means for ensuring that systems will support clients business and mission goals interacted with project manager and software engineers in defining requirements. Supported interaction design visual design for web products and produced images, banner, logo, poster, brochure using software's like Photoshop, Image ready, Illustrator, In Design.

T-Mobile | SR Technical UI/UX Consultant | Sep 2007 – July 2008

Bellevue, WA

Responsible for complete innovative user interface designs and development for products like of CNCU, XPlan, XPlore, XPM and NCP(T-Mobile Engineering Solutions Division) using Adobe Photoshop, Flex, Flash Action Script, HTML, CSS, JavaScript. Created digital illustrations and designed several websites interaction design, portals for company promotion and future marketing ventures. Designed various web/desktop applications like Xplore, XPM, NCP and CNCU using Adobe Photoshop, Flex, Silverlight, XMAL, JavaScript, CSS, Ms Visio and Flash Action Script. Designed Dashboard Application for Network Engineering Team using Dundas and Fusion Charts, Translated business requirements in to successful user interface designs, developed guidelines and standards, created low fidelity and functional user. Design Web Portals for internal groups using Adobe Creative Suite and Microsoft Share-Point portal server.

Verizon Business | Visual Web UI /Portal Designer | Jun 2005 - Sep 2007

Sacramento, CA

Responsible for User Interface Design and development for various web/desktop applications like North Carolina DMV Prosecution Application, Nevada DMV Portal Application, Pennsylvania e-safety Applications, Texas Department of Public Safety Admin Application, Georgia and North Carolina using Adobe Photoshop, Flex, Silverlight, XMAL, JavaScript, CSS3, Html 5, Ms Visio, PowerPoint and Flash AS. Designed Web Portal for internal groups using, Adobe Photoshop and Oracle Application Solution Portal. Created and maintained Visual Graphics Design and Iconography for variant Clients. Introduce ideas/concepts for the business growth of the company by creating interaction design flow. Created various Dashboard Applications for different clients using Adobe Photoshop, Flash and Fusion Charts Dashboards

ElementK | SR eLearning Instructional Designer | Jan 2004 - May 2005

Chennai, India

Responsible for Instructional Design and Project Management methodology and executing strong e-learning content/storyboarding development experience, including: web-based training, simulation development, interactive video, gaming, and collaborative/social learning design/development expertise. Build client learning programs using a broad collection of e-Learning, e-Reference, classroom materials, and blended learning solutions that drive business results. Clients like Cisco, Microsoft, Adobe, IBM, NIIT and more... Technology used is Adobe Photoshop, Fireworks, Flash, HTML, XML, Captivate, Lectora and Corporate Templates. Well versed in Storyboards and animation techniques for making concepts observed by the user. Create 2d & 3d animations with Flash AS, 3D Studio Max. Work with Technical Writers, Developers, Jr. Graphic and Visual designer for interactive concepts & ideas observed by user.

Sify | Multimedia Instructional Designer | May 2002 - Jan 2004

Chennai, India

Responsible for User Interface design and development for large amount of interactive eLearning training courses content and instructional design, complex e-learning initiatives for which included clients like Cisco, Microsoft, Adobe, NIIT and more... Using Adobe Photoshop, Flash, HTML, XML and Corporate Templates. Well versed in Storyboards and animation techniques for making concepts observed by the user. Created 2d & 3d animations with Flash, 3D Studio Max. Designed & developed customer portals for SIFY.

Nisiet | Faculty of Multimedia | May 2000 - May 2002

Hyderabad, India

Responsible for conducting various trainings for NRI students in multimedia and visual communications, graphics design, Iconography, Adobe Photoshop and 3D Studio Max. Develop graphic resources for print materials & bulletins for the Nisiet training course offerings. Create corporate presentation for senior management.

Fotocafe | Digital Artist | Oct 1999 - May 2000

Hyderabad, India

Responsible for creative & interactive work, support art direction and design feedback when working with advertising agencies and junior artists. Involved and led various digital imaging projects like image manipulation and restorations. Develop interactive photo albums in flash using action script.

Portfolio:

Portfolio Link: <http://www.vkmarisetty.com/Portfolio.rar>

Note: This file need a password to unlock password is: easy

*These are the final products outputs for the works I have done. Complete goal oriented design process is followed.

References and specific samples will be available on request

Vinay K Marisetty

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