

K.A.Anand k.a.anand@gmail.com
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Portfolio:
http://kaargocult.webfactional.com/static/linked/k_a_anand_portfolio.pdf
DOB - 5th july 1981

Objective To work on projects which put great emphasis on user experience.

Summary I have 5 years of experience in the design field, starting from being a graphic designer, to an user experience designer. An engineering background ensures a logical and technical bent of mind, along with a culture sensitive eye which keeps me abreast with the latest trends.

Skills Heuristic Evaluation, User Task Analysis, High/Low fidelity prototyping, Scenario Creation, Persona Building, Storyboarding, Card Sorting, Interface Designing

Education Indian Institute of Technology, Bombay (2000-2004), Bachelor of Technology, Metallurgical Engineering and Material Sciences

Work Experience **Freelancer**, (Mar 09 -)
Working on web projects, involving, UI and Interaction design.

Mpower Mobile, User Experience Designer,

(Feb 08 – Feb 09)

Currently working in Mpower Mobile, where we make mobile software for financial transactions. I am involved from the initial feature development, feature set prioritization to final applet development.

SlideShare, Interaction Developer, (Jan 07 – Feb 08)

Worked on new concepts, feature developments and interaction design for <http://slideshare.com>. Also played an intermediate role using knowledge of new web technologies, between the visual frontend and the code.

Freelancer, (Oct 05 -Jan 07)

ABvolt systems: E-Learning CD, 'Microprocessor 8085', for Design and execution.

Convis Technology: Story Boarding, Persona Creation and Animation

SkandSoft Technology: Application Designer and Developer.
Designed and developed a RFID Middleware Platform which lets users to efficiently use RFID data in Business Process Management. The application was such that it simplified a new process creation keeping all the complex part at the backed.

TRI India: Consultant

Was responsible for creative direction, information architecture and usability for instruction CDs and robotic kits.

Pilot Project for educational Cds, (Feb 06 – May 06)

Designed and developed learning CDs for kindergarten kids. Had to keep usability issues in mind, as the kids were not supposed to be computer aware.

Feast Softwares, (Oct 05 – Feb 06)

Was responsible for designing and developing Fatigue Guru, a fatigue simulation software. It simulated the effects of fatigue on machine parts like gears, screws, shafts, etc. Also designed interfaces for e-yantra, a machine design software.

Visual Designer, Kathaa Animation, (Mar 05 – Oct 05)

I joined this company to hone my visual designing skills. Worked for both digital and print jobs. We handled the designing of websites which were released by Yash Raj films. During my stay there worked on sites for bollywood films like Mangal Pandey, Salaam Namaste and Neal and Nikki.

Aakar Educational Services, (Jan 05 – Feb 05)

Worked as a design Consultant and was involved in the branding of the organisation. Designed brochures and business presentations.

Honors: Winner in Malhar and Mood Indigo, NTSE state scholar, State science quiz scholarship holder,

Interests: Marathon bike/motorbike trips, writing design critiques and reviews on my blog: <http://rega.in/category/design>, travelling, indie movies