

Shridhar G Kulkarni

UX Manager / Product Design Manager

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SUMMARY

Over 15 years of experience in the Print Media and 10 years in Product Design in IT Industry, I am a Product Designer (UX/UI), bringing a bundle of experience in designing Customer centric design, User Centric approach, and creative problem solving contributing to impactful design. Having led the team of 7-8 personnel over 7 years, I gathered good leadership qualities.

SKILLS

- **Design Tools:** Sketch, Figma, Adobe XD, Adobe Photoshop, Illustrator, InDesign, Acrobat PDF, Corel Draw, Quark Xpress, MS Office
- **UI/UX Skills:** User Research, UX Architecture, User Journey Mapping, Prototyping, Persona Development, Wireframe, Design thinking, Design Systems, Usability Testing
- **Management Skills:** Team Management, Mentoring, Project Management, Problem Solving
- **Other Skills:** Understanding of Front-End Development, Basic knowledge of HTML, CSS, and JavaScript, Design Strategy, Innovation, Market Awareness, Mind mapping

ACHIEVEMENTS

- Promoted from UI/UX Designer to Lead UI/UX Designer in 2019
- Best Performer Awardee for H2 2020
- My 5 team members won 6 individual performance awards consecutively every half year from 2020-2022, and 1 award in the first half of 2024.

PROFESSIONAL EXPERIENCE

Sums to 20+ years

Collabera Talent Solutions Pvt Ltd
Lead Application Engineer (UI/UX)

Bengaluru, Karnataka, India
Feb 2017 – Present

- Conducted user research, created UX Architecture, mapped User Journeys, created Personas, & conducted Usability Testing, for improving product usability scores by 25-30%.
- Managed Design Projects, Design Systems, Ensuring timely delivery and alignment with business goals. [OBJ]
- Collaborated with cross-functional teams including front-end developers (Angular JS, Android, iOS developers) and Product Managers, Business Analysts to implement innovative design solutions.
- Mentored junior designers, resulting in notable increase in team productivity winning 6 individual performance awards consecutively every half year from 2020-2022, and 1 award in the first half of 2024.

ModeFinServer

Sr. Graphic Design Consultant (UI/UX)

Bengaluru, Karnataka, India

Mar 2015 – Jan 2017

- Creating style guides, preparing digital graphic assets, creating custom icons, creating wireframes, and high-fidelity UI designs for mobile apps.
- Conducted user research, mapped User Journeys, created Personas, & conducted Usability Testing, for improving product usability.
- Managed Design Projects ensuring timely delivery to achieve business goals.
- Collaborated with cross-functional teams including front-end developers (Android, iOS, Java developers) and Product Managers, Business Analysts to provide design solutions.

Journey of Print Media

Designer – Sr. Graphic Designer – Lead Graphic Designer

Bengaluru, Karnataka, India

Feb 2000 – Feb 2015

- Creating Advertisements, Newspaper layouts, Magazine Layouts, Creating Print Profiles for Photoshop based on Printers specifications, EPS and PS file conversions, creating print ready design files, handling plate making machine for web offset printers of newspapers for getting CMYK plates, managing Advertisement schedules

HIGHEST QUALIFICATION

B.Sc. Visual Communications

Mysore University

2020-2023

FGPA: **9.3**

CERTIFICATIONS

- Diploma in Web and Graphic Design, Zee Institute of Creative Arts, Grade **A+** (90-100%)

PROJECTS

- **Coll Pay:** Mobile reimbursement app improving processing times and employee satisfaction.
- **My CMS:** CRM web application with a mobile-first design, enhancing sales efficiency.
- **METAL:** ATS and resume matching web application, boosting recruiter productivity.
- **Arise:** Internal freelancer platform for people on bench or out of contact.
- **RedZone:** Sales tracking application, now in its second phase, impacting multiple departments.
- **My CMS Direct:** Mobile version of CRM (My CMS)
- **Design System of Brand:** Color usage description, Reusable components, context of usage, Brand guideline association, platform independency, Iconography, Typography, Design tokens

PORTFOLIO

- [Design for Business](#)
- [Manipal Hospital – A Kiosk project for outdoor patients](#)

- [Arise – A web platform for consultants on bench](#)
 - [Mind-Map for Arise Platform](#)
 - [Information Architecture](#)
 - [Persona](#)
 - [EM Sales – Dashboard Design templates and Colours](#)
 - [R4P – A Mobile platform for freelance Journalists](#)
 - [Mind-map for a CNC Retail Store](#)
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LANGUAGE

- Kannada
- Hindi
- English