

Srinivasan Chakkarapani

Digital Product Designer

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Summary

A passionate full spectrum product designer with an eagerness for solving complex problems through digital products. Having designed and shipped products across different sectors, I'm an advocate for functional, aesthetic and user-centred products which has a meaningful impact on people's life solving a need. I have a strong notion that a good product is a concoction of design and technology.

Professional Experience

User Experience Design Intern | Google

June 2019 - September 2019

Designed and shipped the first version of the design system for Google Ad Manager. Primarily worked on the component library from audit to shipping a library of reusable components for designers in the team. Worked with the visual design lead, senior interaction designers to define the component design process. The component library is being used by 8 designers in the team that increased the velocity of the design process by approximately 30%.

Interaction Designer | Zeta

February 2018 - August 2018

Improved the visual design and user experience of the leave travel allowance program in Zeta optima. Worked on two stealth mode products focusing on digitising the tax benefits for employers & employees on web and mobile platforms by ideating, conceptualizing and designing the product.

Product Designer | Zoho Corporation

December 2015 - January 2018

Designed and shipped the first version of Zoho Sheet product on mobile platforms as the primary product designer. I worked on designing the application for iOS and Android platforms from ideating features, wireframing to high fidelity mocks and framing a design system. The shipped product onboarded ~10k users which helped them to use the application on mobile platforms. The application is rated an average of 4.0 and above on the App Store and Play Store measuring the user satisfaction.

Product Designer | Holachef

June 2015 - December 2015

Designed and shipped the second version of the iOS and Android applications for the company. Collaborated with the product design lead to redesign the primary web product. The applications improved the efficiency by 21%, measured in terms of user engagement and conversion rate. Designed the mobile applications for chefs and delivery executives to ease their work which was also a part of the digital ecosystem helping in the functioning of the business.

Education

Masters in Human Computer Interaction

DePaul University, Chicago

Bachelors in Computer Science & Engineering

SASTRA University, India

Key Skills

Information Architecture

Wireframing

Interaction Design

Visual Design

Prototyping

Motion Design

Usability Testing

Design Systems

User Research

Product Strategy

Competitive analysis

Journey Mapping

Tools

Wireframing

Balsamiq, Axure RP.

Design

Sketch, Adobe Photoshop, Illustrator & XD, Figma.

Prototyping

Principle, Adobe After Effects, Framer X, Marvel, Invision.

Development

HTML, CSS, Javascript.