

Srinivasan Chakkarapani

Digital Product Designer (UI-UX)

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Summary

A passionate full spectrum product designer with years of experience in designing and shipping digital products for Food Tech, Fin Tech & SaaS companies. I'm an advocate for functional, aesthetic and user centered products which has an impact on people's life solving a need. I have a strong notion that a good product is a concoction of design and technology. I'm currently seeking internships for summer 2019.

Education

Master of Science, Human Computer Interaction

DePaul University, Chicago - May 2020 (Expected)

Bachelor of Technology, Computer Science & Engineering

SASTRA University, India - May 2015

Professional Experience

Interaction Designer, Zeta

February 2018 - August 2018

Worked on two stealth mode products bundled inside the Zeta Optima product which focuses on digitising the tax benefits for employers & employees on both web and mobile platforms. Initiated & framed a design system for products designed across the company.

Product Designer, Zoho Corporation

December 2015 - January 2018

Designed and shipped the Zoho Sheet product as the primary product designer. As a principal designer, I worked on the application's mobile platforms (i.e.) on the iOS, Android platforms from ideating features, wireframing to setting visual standards and framing a design system. Worked closely with the developers, product managers to effectively ship the product to the respective application stores which onboard many web application users to the mobile platforms.

Product Designer, Holachef

June 2015 - December 2015

Designed and shipped the second version of the iOS and Android Application for the company. Wore the hat of web designer in designing the primary web product. Designed mobile products for chefs and delivery executives which helped in functioning of the business.

Key Skills

Information Architecture

Contextual Inquiry

Wireframing

Interaction Design

Visual Design

Prototyping

Motion Design

Usability Testing

Design Systems

Mobile App Design

Web Design

Low/ High fidelity mockups

User Research

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.

Activities

Student Member at the
DePaul XD Roundtable