

Srinivasan Chakkarapani

Digital Product Designer

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Professional Experience

Senior Product Designer | NortonLifelock

Jun 2020 - Present

Product Designer

November 2020 - May 2020

- **Primary Product Designer for Norton 360** v2 & v3 on the iOS & iPadOS platforms.
- **Full Spectrum designer for the new spam protection** features in the N360 iOS product shipped in 2021 to ~X million in 24 languages.
- Initiated and built a white label freindly **design system and frameworks** for the product powering the underlying engineering framework for first party and partner products in collaboration with engineering.
- Evangelized best practices and **organized workshops** for fostering design systems and prototyping within the design organization.

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 and testing the design system.

Interaction Designer | Zeta

February 2018 - August 2018

Worked as sole designer for 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.
- 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 currently has ~XXXk users with an average rating of **4.0** and above on the App Store and Play Store.

Product Designer | Holachef

June 2015 - December 2015

- Worked on an ecosystem of applications web and mobile applications for the foodtech company.
- Primary Designer for the primary cosumer facing web application and internal mobie applications essential to running the business.

Education

Masters in Human Computer Interaction

DePaul University, Chicago

Bachelors in Computer Science & Engineering

SASTRA University, India

Skills

- User Research
- Wireframing
- Interaction Design
- User Interface Design
- Prototyping
- Motion Design
- Usablity Testing
- Design Systems
- Information Architecture
- Product Strategy
- Competitive Analysis
- A/B Testing
- Conversation Design

Tools

Wireframing

- Balsamiq
- Axure RP

Design

- Figma
- Sketch
- Adobe Photoshop & Illustrator

Prototyping

- Principle
- Adobe After Effects
- ProtoPie

Development

- HTML
- CSS
- JavaScript