

Resume

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Key Strengths

- Self-directed veteran with 13 years of experience in making products work
- Recognized ability to lead negotiations with development, executives and customers
- Proven track record in leading cross functional User Experience teams
- Excellence in delivering products in fast paced environments with changing priorities
- Technically sound with the ability to quickly gain domain knowledge and drive design to solve business problems

Experience

Oracle Corporation (January 2011-Present)

User Experience Strategist – Oracle Cloud

Key impact:

- Led UX effort for Oracle's Cloud initiatives
- Designed the customer facing Cloud website, the sign up and account management flows
- Key member of the Cloud virtual team responsible for bringing various products and stakeholders together to ensure a cohesive Cloud User Experience

Oracle Corporation (March 2008-January 2011)

- Principal Interaction Designer - Oracle Enterprise Content Management (ECM) Suite of applications

Key impact:

- Conceived an integrated User Experience approach for ECM
- Designed and evangelized the integrated approach among key stakeholders
- Built good partnership with product management and engineering leads
- Drove design from a product perspective. Most of the new design concepts had feature impact, which was well accepted by the stakeholders

eBay (February 2007- March 2008)

Lead User Experience Designer – eBay Customer Support, Trust & Safety

Key impact:

- Managed a cross functional User Experience team to develop a suite of next generation customer support applications for eBay
- The User Experience team under my leadership helped reduce customer support case completion time by 25%
- Re-aligned the User Experience team engagement and reinvented the existing design processes to best fit the customer support product development situation
- Designed the customer support UI architecture and all critical user flows

Oracle Corporation (December 2004-January 2007)

Senior Interaction Designer – Oracle Identity Management (IDM) suite of applications

Key impact:

- Designed an integrated User Interface framework for the IDM suite of applications

- Single handedly supported all tactical projects for the entire IDM suite for the immediate release

Electronics for Imaging (September 2003-December 2004)

Product Designer – EFI On-Demand

Key accomplishments:

- Single handedly designed User Interfaces for EFI's on demand printing solutions
- Made significant design contributions as EFI was entering into the web application business, which was a new venture for the company

Freshdeign Interactive (April 2001–August 2003)

Interaction Designer – Independent Consultant

Key accomplishments:

- Started my own design consulting practice in the midst of a slowing economy
- Grew from a one person venture to a consulting company providing design services to many small to mid sized software companies in the bay area
- Set up and managed an offshore design and development team in India to support the design projects that I was working on in the US

Myers Internet Services (Jul 2000-Mar 2001)

Product Manager, Design – WebBuilder

Key accomplishments:

- Conceived and productized a series of template based web sites
- Evolved the products on an ongoing basis to meet changing market needs
- Defined User Interface design & front-end programming standards

Planetasia-USA (June 1999-June 2000)

Interaction/Web Designer (Consultant)

Key accomplishments:

- Worked as the design POC for various projects that were being executed in India
- Interfaced directly with customers to identify requirements and project goals
- Remotely led a team of designers to successfully complete many projects

Planetasia-India (Mar 1998-May 1999)

Interaction/Web Designer

Key accomplishments:

- Worked mainly on US based projects. This was a major accomplishment while working for a company that was starting to position itself as an offshore development support provider for US based clients
- Got selected as the first designer to move to the company's US based office

Indian Institute of Technology (IIT Bombay) (April 1996-March 1998)

Design Assistant

Key accomplishments:

- Assisted faculty members as part of my assistantship program by participating in external client projects that the institute was engaged in
- Participated in experimental institute projects

Urja Communications (March 1995-March 1996)

Junior Designer

Key accomplishments:

- Learned how to practically apply the design skills that I picked up from my design school

- Worked on several customer projects by being part of a large cross-functional project team

Education

Master of Design (M-Des)

Indian Institute of Technology, Bombay, India (1996-1998)
Specialization: Interaction Design

Bachelor of Fine Arts (BFA)

College of Fine Arts, Kerala, India (1991-1995)
(University Topper)
Specialization: Graphic Design

Notable Courses and Conferences Attended

Interaction Design Practicum (2006)

Certificate course in Goal Directed Design
Cooper U, San Francisco

Facilitative Leadership® (2008)

Leadership Development Workshop
Interaction Associates, San Francisco

Enterprise 2.0 (2010)

Conference on social enterprise software strategy and adoption techniques
UBM TechWeb, San Francisco