



PRASANNAVENKATESH CHANDRASEKAR

WWW.GEARSOFCREATIVITY.COM

EXPERIENCE

INTUIT PRINCIPAL INTERACTION DESIGNER Oct '15 - present

Interaction design lead for QuickBooks Self-Employed's Automatic mileage tracking feature across mobile and web platforms. Responsibilities include feature roadmapping with stakeholders, conducting qualitative user research, designing scalable product solutions and frameworks, collaborating with cross functional and cross business unit teams to build durable design patterns. Past responsibilities include interaction design lead for QuickBooks Self-Employed's iOS app and representing the team in company wide ideal state design projects.

CARNEGIE MELLON UNIVERSITY UX DESIGNER Aug '14 - Dec '14

Functioned as the UX designer on project "Snowdrop", a collaborative effort between Carnegie Mellon University and the Center for Victims of Violent Crimes in Pittsburgh to design and develop an offender tracking system that would warn victims about the release or transfer of their offender from prison. Conducted user research along with the team, designed the system information architecture and mobile app component and visual assets.

SNAPDEAL UX DESIGNER Nov '13 - Apr '14

In charge of designing the interface and experience for Snapdeal's mobile website, android and iOS apps. Responsibilities included conducting user research, producing user journey maps, mockups, prototypes in multiple levels of fidelity and user validation / testing at the end of the process. Worked closely with the QA team to evaluate the usability of the product.

INFOSYS LIMITED UI DESIGNER Dec '10 - Nov '13

Worked on designing user interfaces for web / mobile platforms for multiple clients of Infosys. Notable projects include the redesign of a financial portfolio management system, design of a knowledge sharing platform for UNESCO and an employee management portal. Assisted the team in conducting user research, usability analysis and client presentations.

SKILLS

DESIGN

Storyboarding, Journey mapping, User personas, Wireframing, Interactive prototypes, Mockups, Data visualization, Information Architecture and Visual design.

RESEARCH

A/B testing, Contextual inquiry, Wizard of Oz, Affinity diagrams, Flow and sequence models, Think alouds, Heuristic evaluation, Web analytics, Surveys and Usability analysis.

TECHNOLOGY

HTML 5, CSS 3 and Javascript

EDUCATION

Carnegie Mellon University Aug '15

MASTERS OF HUMAN COMPUTER INTERACTION

Anna University Apr '10

B.TECH BIOTECHNOLOGY

TOOLS

DESIGN & WIREFRAMING

Sketch
Photoshop
Illustrator
Figma
Indesign
Justinmind

PROTOTYPING

Invision
Principle
Framer
Keynote
After Effects
Axure

AWARDS & RECOGNITIONS

Scott Cook Innovation award (Critical contributor)

Intuit 2016

1st place

Hack NC 2014

Semi-finalist

Disney Imaginations design contest 2015

Infy Bravo award

Infosys 2013

Outstanding student award

KSR College of Technology 2013

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