

## DEBORAH DEVANAND

### EDUCATION

Master of Arts, Major in English Communication, India 2009  
Bachelor of Science, Major in Advanced Zoology and Biotechnology, India 2007

### CERTIFICATIONS

The Agile Mind Set Certification - Santeon Group, India 2015  
Certified Usability Analyst - Human Factors International, India 2014  
Business Communication and Technical Writing - Brain Bench, India 2007

### DESIGN TOOLS

Design Tools : Axure, Sketch, MS PowerPoint, Photoshop, Balsamiq, Marvel  
Project Management Tools : MS Excel, MS Visio, MS Word

### SUMMARY

- HFI Certified Usability Analyst with over six years of experience in designing digital user experience solutions for Web-based applications, Responsive Web application and Mobile applications in agile environments
- Exemplary skill and knowledge in working with various domains such as Banking and Investments, Manufacturing, Data Visualization, and Healthcare
- Proven experience in User Research including user interviews and interactions, creating user journeys and personas, building information architecture, conceptualization and usability testing
- Profound accomplishments in handling product strategies and leading teams in the overall phases of the project life cycle
- Demonstrated communication, organizational and client-facing skills to formulate UX strategies that augment business goals
- Proficient in working with leading software design tools such as Axure, Sketch and Microsoft suite to design interactive user interface design solutions
- Operational knowledge of visual design trends and principles, typography and grid systems to enable smooth collaboration with visual designers and own the overall experience
- Empathetic Design Thinker actively facilitating and participating in Design Workshops and events.
- Cross skilled in Technical Writing with exemplary skills in UX writing, documentation and UX workshop facilitating

### WORK EXPERIENCE

**Sr. UI/UX Designer**  
**Caterpillar**

**Jun 2016 – April 2018**

- Designed digital solutions including static and interactive prototypes for software across platforms such as responsive web application, mobile applications and HMI devices using leading design tools such as Sketch and Axure
- Performed and owned the overall phases of project life cycle from project inception, product design, management to implementation using Agile methodologies
- Built the UI Design System and Branding Guidelines for CAT products using Figma, enabling efficient design and collaboration within design teams.
- Effectively collaborated with stake-holders, visual designers, developers and project teams throughout the stages of product development and owned the overall experience of the products
- Created digital designs and asset libraries using Sketch and Axure providing developers the ability to copy and export CSS directly from the design files
- Applied User research techniques such as interviews, field studies, user journey mapping and eye tracking to determine the goals and mental models of the target user base
- Described and built the UI information architecture by utilizing design techniques such as card sorts, affinity diagrams and cognitive walk-throughs

- Conducted qualitative usability testing and evaluations on the user interface design with end users and improvised the designs based on the results of the usability tests
- Strategized and upsized the UX team as a COE for providing optimal product solutions
- Facilitated Design Workshops and Events to foster a design culture enabling smooth and effective collaboration with the design and project teams

**UI/UX Designer**

**Oct 2010 – May 2016**

**HCL Technologies**

**Clients- Citi Bank USA, ICICI Bank, Bausch & Lomb**

- Designed user experience solutions for 2 Major Financial Clients – Citi Bank, USA AND ICICI Bank (Mobile banking project)
- Used UX design tools such as PowerPoint and Axure to create static and interactive prototypes for web-based applications, smart phones and tablets
- Operational Knowledge in visual design principles such as color, typography, and aesthetic balance
- Strategized plans for UX projects considering various factors like UX approach, budget, available time, delivery deadlines, resource availability, information availability and access to tools.

**Technical Writer**

**Jun 2007 – Sep 2010**

**Cognizant Technologies**

**Clients- Lowes, USA, Amex Cards**

- Worked on entire suite of end-user documentation like user manuals, online help systems and process documents
- Actively participated and facilitated outreach programs to serve the community as part of Cognizant's outreach wing