

STRENGTHS

- Six years experience with UI Design for consumer websites and Web & Desktop applications.
- Solid understanding of UI design principles, product build cycle and Information Architecture.
- Creating functional specifications including work flows, wireframes, mockups, and interactive prototypes using Illustrator and Microsoft Visio.
- Highly proficient in web design & programming using CSS, XHTML, Flash, ASP.NET, JavaScript and AJAX.
- Experienced in core concept development, storyboarding, and web site content management
- In depth knowledge of Search Engine Optimization (SEO) and Cross browser, Cross platform web application development
- Experience in Requirements Coverage Analysis, Use case and Result Analysis with development team and client team.
- Acquainted in planning, designing and tracking projects/release using MS-Project and Autotask.
- Experience in V-model, Iterative Development methodologies, Rational Unified Process, Agile Development Process.
- Proficient in Resource identification, work allocation and utilization tracking.
- Experience in coordinating with the offshore - onsite team, managing job allocation to the offshore team, handling multiple projects
- Experienced in all phases of Usability Testing including : Preparation, execution and documentation of test cases for Functional and GUI testing
- Proficient in logo design, signage graphics and branding.
- Design and development of Print Graphics, Web Graphics and marketing collaterals using Photoshop, Illustrator and InDesign
- Excellent interpersonal, analytical and communication skills

TECHNICAL SKILLS

UI Design: Usability Engineering, Information Architecture, Heuristic Analysis, User Testing

Web Design: Adobe Dreamweaver CS3, Photoshop CS3, Flash CS3, Microsoft Visual Studio, Visio , Flash Actionscript 2.0, HTML Hand Coding, Content Management System

Databases: Microsoft Access, MySQL

Graphic Design: Adobe InDesign CS3, Acrobat Pro, Adobe Illustrator CS3

Other: Quark Express, Joomla, Adobe Premier, Aftereffects, 3D Studio Max, MS Office, MS Project, Autotask

Languages: HTML/ XHTML, CSS, DHTML, JavaScript, XML, ASP, AJAX, PHP, SQL

WORK EXPERIENCE

Feb 2007 – Present

Web & Graphic Designer (NJ, US)

Project: School Management Software(Web Application); **Nov 07 – Present**

Role: Team Lead (5 member), User Interface Designer, Front End Developer, Graphic Designer

- Performed requirement analysis and business flow analysis.
- Developed UI Architecture, wireframes, system flow charts, Use case and Domain Analysis.
- Prepared multiple design layouts for front end UI using Photoshop and XHTML/CSS.
- Communicated with offshore developers and collaborated on UI Template design.
- Performed Usability testing for GUI, functional and relational testing.
- Approval of functional test cases designed by testing team.

Project: Workforce Management Software (Web Application); **July 07 – Mar 08**

Role: User Interface Designer, Graphic Designer

- Participated in Software Requirement Development phase.
- Developed System flow charts and wireframes
- Prepared design layouts for front UI and collaborated with Developers during development phase. Worked on Style sheets and did QA for front end development.
- Performed Acceptance testing. Also performed GUI and functional testing for 3 modules.

Project: Web Design and Development; **Feb 07 – Present**

Role: Web Designer, Developer

- Interaction with client to analyze requirement and business model.
- Design of layouts using Photoshop CS3 and sketching
- Development of websites using XHTML/CSS hand coding as well as Dreamweaver CS3
- Design and development of interactive graphics using Flash CS3 and GIF animation
- Performed testing for cross browser/cross platform compliance.
- Performed Search Engine Optimization (SEO) for higher appearance on Search Engines

Project: Marketing Collateral; **Feb 07 – Present**

Role: Graphic Designer

- Logo design and branding including stationary design such as letterheads, envelopes and business cards
- Design of marketing collaterals such as posters and banners
- Design of product brochures and mailer cards.
- Coordinated with sales team to develop marketing campaign for various products

Aug 2005 – Dec 2006

Research Assistant & Designer (Design Research & Informatics Lab, MSU, US)

Project: Support for Meeting Room (Desktop Application); **Jul 06 – Dec 06**

Role: UI designer, Graphic Designer

- Interaction with target user group to analyze requirements
- Designed Wireframe and performed front end coding (HTML)
- Performed usability testing for GUI and functional performance.

Project: Web Design for Graduate Program, MSU; **Jan 06 – Dec 06**

Role: Web Designer, Developer

- Design and Development of Layout
- Web development using XHTML/CSS, JavaScript and maintenance

Project: Others; **Aug 05 – Dec 06**

- Heuristic evaluations and survey for various research projects
- Scripted and Directed short movies on NO Smoking campaign

Jan 2003 – Aug 2005

Designer (Ambiaance Designs, Mumbai, India)

- Developed site map for complex websites.
- Designed and developed websites using HTML and CSS.
- Worked on TV informatics and designed screens for ZEE TV, India.
- Designed a file folder unit for Blowplast Ltd. (India)
- Designed marketing campaign and signage graphics for a multiplex in India.
- Designed logos and branding for various projects.

July 2002 – Dec 2002

Presentation Designer (Edifice Architects Pvt Limited, Mumbai)

- Developed presentation drawings for project presentation.
- Designed Flash movies for architectural projects for presentation purposes.
- Developed digital renderings for architectural projects

May 2001 – Nov 2001

Internship (Liladhar Parab Designs, Mumbai)

- Developed presentation drawings for project presentation.
- Developed digital renderings for architectural projects

PORTFOLIO

Selected Work: <http://www.vikashsingh.com/portfolio.html>

Selected Websites:

Talentfirst Inc [\(\[www.talentfirst.com\]\(http://www.talentfirst.com\)\)](http://www.talentfirst.com)
Claimpower Inc. [\(\[www.claimpower.com\]\(http://www.claimpower.com\)\)](http://www.claimpower.com)
Infinity Vacuums [\(\[www.infinityvac.com\]\(http://www.infinityvac.com\)\)](http://www.infinityvac.com)

EDUCATION

2006

Master of Science

Emphasis: Interaction Design

College of Architecture, Art, and Design, MSU

PUBLICATION

Singh, Vikash & Mathew, Anijo; *Nurse-Resident Interface for Efficient Workflow: Case Study and Design*.
Proceedings of CSCW (Computer Supported Cooperative Work) 2006, Banff, Canada.

HONORS & AWARDS

2007: Employee of the Month (June 2007)

2005 – 2006: Graduate Assistantships by MSU, Mississippi, USA

2001: President, Student Society of Architecture, BIT Mesra, India

1999: Creative designer award at ZONASA 99, IIT KGP