RUPESH KUMAR

UX LEAD

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www.rksquare.com

ABOUT

I am passionate about creating simple and creative design solutions for complex system applications.

I believe a good product design can be achieved by having a clear understanding in business, market and targetted users.

EDUCATION

M.Sc. Design
University of Leeds, UK   2011-2012

MBA
Madras University, India   2008-2009

B.Sc. Visual Comm.
Madras University, India   2004-2007

SKILLS

UI/UX Design

Interaction Design

Wireframing

Cognitive Walkthrough

Project Management

Web Design

Design Decisions

3D Presentations

Research Methodology

TOOLS

Adobe Creative Suite

Sketch

Invision

Figma

Balsamiq

Principle

3Ds Max

PROGRAMING

HTML, CSS, Javascript.

EXPERIENCE   🇸🇬 6 Yrs   🇬🇧 1 Yr   🇮🇳 4 Yrs

SRX - Streetsine technology group   Aug 2018 – Present
UX Lead

A subsidiary of Singapore Press Holdings (SPH), is the leader in digital property in SIngapore, offering one-stop real estate services including residential and commercial quality listings on SRX

Project: Real estate portals' website, web applications and mobile app. srx.com.sg available in App Store and Playstore

- Understand business and market to produce wireframes of the product with enhanced user journey and conduct cognitive walkthrough with targetted users.

- Conceptualise and design website and mobile app screens, also convert them to a working prototype and present to stakeholders and engineering team

- Perform AB testing in order to achieve the best UI design

- Work with React Native/ native developers to provide guidelines also help them convert small interactive animations to JSON file

- Constantly work with marketing team to monitor the conversion rates and enhance the user journey

- Lead the testing in UAT environment, provide UI design guidelines, writing conventions and UX documentation

Defence Science & Technology Agency   Sep 2016 – Aug 2018
UI/UX Designer

Project: Enterprise system called NGPS (Next Generation Procurement System) used by Army, Navy, Airforce, Joint and Mindef users. Developed in Outsystems and SAP.

- Translated business requirements into system interactions and interfaces with strong emphasis on understanding user needs and enhancing user experience

- Conducted user interviews and focus groups to derive insights on end to end business flow. Research, strategize and launch UX improvements.

- Attention to detail in building design artefacts like wireframes, mock-ups, UI layouts and performing A/B split testing, cognitive walkthrough, usability testing etc.

- Created wireframes and reusable responsive web components library with CSS that contributed to user-centred design (UCD) efforts for the enterprise system

- Worked closely with Outsystems team leads to ensure the mock-up screens are aligned to the UX standards

Formul8   Jul 2016 – Sep 2016
Interactive Art Director

Formul8 is an advertising, marketing, and public relations agency.

- Closely monitored web development work including performance test and post-deployment validation for Mindef's NS Mark website which was successfully launched Sept'16

- Lead an interactive team of five. Involved in delivering and supporting marketing campaigns/materials for Mindef, Temasek, and Banking clients.

- Research and development on Augmented Reality resulting in creation of dynamic print advertisements that are able to show videos upon mobile scanning

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Comicbook
Chief Designer
Jan 2014 – Jun 2016

- Managed projects throughout the development lifecycle including initiation/proposals, wireframes, mock-ups, prototypes, design documentation, post implementation review and handover
- Lead a team of four. Designed wireframes, graphics and UI designs for various web design/ application and mobile app projects; managed the team to deliver projects within the timeframe
- Conducted meetings for initial start-up companies to enlighten them on the importance of IT and Social Media Marketing
- Consulted with client to identify key requirements, define project scope, develop project plan and schedule
- Worked with developers to create grid system in bootstrap to predefine classes for easy layout options, as well as powerful mixins for generating more semantic layouts
- Counselled in opening an offshore development team overseas and took care of hiring web developers.
- Prepared and presented timely status reports to client and internal senior management

IposG
UI Designer
Jan 2012 – Jan 2013

- Created UI icons for Point of sale application
- Collaborated with the development team in Sri-Lanka to implement improvements to the intranet application

Bally Technologies
Graphic Artist I
Jul 2010 – Sep 2011

Bally Technologies, Inc. is an American manufacturer of slot machines and other gaming technology

- Conceptualised and Illustrated artworks from hand drawing to digital for glass arts and reel strip icons. Also converted Photoshop artworks to illustrator vector graphics for printing
- Planned and re-created existing artworks from English to Chinese, French and Spanish languages for the Macau, Quebec and Chile gaming markets respectively
- Developed and presented new customised fonts for Chinese language.
- Have registered my works in bally games that was exhibited in 'G2E 2011' a annual gaming show held in Las Vegas, Nevada organised by American gaming association and 'G2E Asia 2011' Macau organised by Reed exhibitions
- Collaborated with both the US and Macau based teams to convey my designs
- Attention towards methodologies such as Agile and JIRA to make sure designs are accounted within process

D-Venture Technologies
Creative Designer
Nov 2007 – Jul 2010

- Established effective branding for a start-up company via logo, websites e-brochures, user interfaces and flash banners
- Worked closely with programmers to ensure the designs are created efficiently
- Interacted directly with the clients for developing corporate websites and ensuring clients' expectations were met
- Created 3D Exhibition booth layouts, walk through, and 3D presentations
- Created promotional advertising materials for movies and music album which was published in various leading newspapers and magazines in south India and Malaysia

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