



UDAY HEGDE

EMAIL: udayshb@gmail.com

PHONE: (+65) 97833662

PROFILE: www.udayhegde.com

EXPERIENCE SUMMARY:

15+ years of versatile experience in **UX / Interaction Design** and **Visual Design**. Creating engaging & usable experiences for wide range of physical products and software verticals including Product User Interface, e-Learning, Multimedia, e-Publishing and Web/ Desktop based applications.

Responsibilities include creating the Information Architecture, Design Patterns, Wireframes, and establish Usability & User Experience Design process. Responsible for shaping of the product user interface and applications by coordinating with the technology components. Liaising with partners, requirement gathering, understanding end user to create meaningful experience for the product.

GALLUP STRENGTHS:

Responsibility, Deliberative, Adaptability, Empathy and Connectedness.

EDUCATION:

- Drawing and Painting Diploma from Government Fine Arts College, Dharwad (India) - May 1999. (1year)
 - Art Masters Diploma, Government Fine Arts College, Dharwad (India) - May 1998. (5years)
-

CERTIFICATIONS:

Certified Usability Analyst (CUA), Human Factors International - 2017

EMPLOYMENT HISTORY:

HP Inc. (Singapore) – January 2010 – present

Hewlett Packard India, Bangalore – December 2006 – Dec 2009

UI Architect

Job Description:

- Collect information from multiple sources, including usability studies and customer feedback to develop the UI architecture and design solutions for the HP inkjet printers. Formulate data-driven design decisions, establishing hypotheses to feed user testing and research inquiry in order to validate design decisions
 - Define and promote design patterns, guidelines, best practices and standards for the printer UI
 - Partner with different teams that include Product Management, Marketing, Development, and QE to arrive at requirements, user needs, and design feasibility for the product
 - Collaborate with product management and engineering team to define and implement the design
 - Produce wireframes, interaction diagrams, sketches, storyboards, workflows and interactive prototypes to describe design solutions for the inkjet printers
 - Present and defend designs and key milestone deliverables to peers and executive level stakeholders
 - Conduct user research and evaluate user feedback
 - Provide guidance and mentoring to the junior design team members
-

Impelsys India Pvt. Ltd., Bangalore – March 2004 - November 2006

Lead Interaction Designer (Titled as 'Content Coordinator')

Job Description:

- Led the creative team, responsible for project and resource planning and guiding the team members
 - Responsible for designing the application designs (desktop) and website design specific to publishing and educational domains. Including all Flash, Audio, Video or DHTML that may be incorporated on websites and the desktop applications
 - Responsible for creating the rich icon graphics for the applications including conducting usability tests, concept development and storyboards
-

Infolink Pvt. Ltd., Bangalore – November 2003 - March 2004

Senior Web/Interaction Designer

Job Description:

- Responsible for designing the websites. Work included information architecture, wireframes, visual design and development in Dreamweaver, using basic JavaScript and Flash
 - Conceptualizing and creating information graphics
 - Leading and creating design explorations and prototype designs
 - Working closely with the creative lead on project and resource planning
-

Questech India Limited, Bangalore (Now Ciber India Pvt Ltd) – February 2001 - November 2003

Visual/Interaction Designer

Job Description:

- Responsible for designing the desktop business applications and consumer website designs
 - Document user requirements, create storyboards, usage scenarios and participatory design iterations
 - Responsible for creating the info graphics and rich high fidelity flash corporate presentations
 - Involved in designing company brochures, handouts, flyers and marketing posters
-

Phoenix Global Solutions, Bangalore – (Now Tata Consultancy Services India Pvt Ltd) July 2000 - February 2001

Animator

Job Description:

- Responsible for creating the rich 2D flash animations for e - Learning and Educational based CD's
 - Created illustrations and story boards for several educational based projects
-

Decopoli's Ceramic Decals Pvt. Ltd., Bangalore – January 2000 to June 2000
Designer Trainee

Job Description:

- Involved in composing of various designs for ceramic tiles using Adobe Photoshop and CorelDraw.
-

SKILLS:

Interface design, Prototyping, Storyboards, Information Architecture, Task Flows, Usability Testing, Visual Design, Icon Design.

Tools:

Photoshop, Illustrator, Axure, Visio, Adobe Animator, InDesign, Dreamweaver, HTML & CSS.