

## **About Me**

#### **Passionate**

Talented UX designer with the proven know-how to combine creative and usability viewpoints resulting in world-class Web and mobile applications for end users.

#### Consistent

Solid knowledge of human-computer interaction (HCI), navigation, and usability for UI design. Strong design and production skills.

#### **Dedicated**

Exceptional communication, interpersonal, and time-management skills. Proven experience with mobile first design, responsive design, cross-browser compatibility.



# **User Centered Design Process**

#### Research & Insight

Observe, Ask. listen and process

- screener surveys
- · comparative analysis

interviews

- · competitive analysis
- · information architecture
- · card-sorting

- · key takeaways & personas
- · user stories
- · features prioritization



#### Concept

sketches

- sitemaps
- · paper prototypes
- · testing insights
- · user flows
- · mid-fidelity wireframes

Sketch, test. validate and repeat



#### Design

- · hi-fidelity mockups
- annotated wireframes
- clickable prototype

Prototype Interactions



# Project: CA SnackBox

#### Objective

A 2 weeks project for developing an application to access technical content on the go with any device of your choice.

#### Opportunity

Allow users to customize their learning experience based on their motivation to learn a new technical product.

#### My Role

created personas and user flows.

I sketched and usertested paper prototypes, & created hifidelity mockups using Photoshop.

#### Solution

we looked into how users can learn products which allow customize their lessons by products as well as a conversation exercise designed to help users.

#### Desktop

# Ca About Services Contact

#### CA Education Snack Box

Lorem ipsum dolor sit amet, consectetur adipisicing elit. Ipsa, ipsam, eligendi, in quo sunt possimus non incidunt odit vero aliquid similique quaerat nam nobis illo aspernatur vitae fugiat numquam repellat.



CA UIM

Lorem ipsum dolor sit amet. consectetur adipisicing elit.



CA APM

Lorem ipsum dolor sit amet, consectetur adipisicing elit.



CA SV

Lorem ipsum dolor sit amet, consectetur adipisicing elit.

#### Smartphone

20.	1
Integrating	CA UIM and CA APM
monitoring solution that or both traditional and clo proactively monitor perfo	Management (CA UIM) is a scalable IT reates a single, unified architecture fo rud environments. It enables you to rmance and availability and to ensure others are up and running.
Overview	
CA UIM creates a single, un and cloud environments.	ified architecture for both traditional
CA APM delivers application provide insight for in-depth	n performance monitoring tooks that iroot-cause diagnostics.
of the end-user experience	and CA UIM to deliver a complete view by linking business transaction Sent application, network, and
Benefits	
Process	
Next Steps	

# Project: CA Feedback Form

#### Objective

A 4 weeks project for developing an application to get users feedback for the trainings they attended.

#### Opportunity

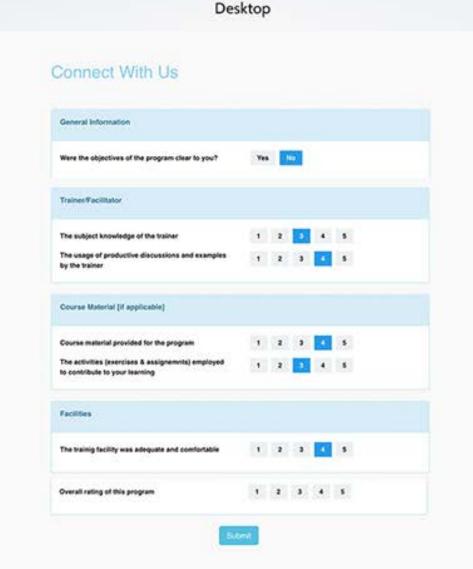
Allow users to access the application form from any device with CA Credentials.

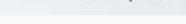
#### My Role

created user interviews, personas & user flows. I sketched paper prototypes, created hifidelity mockups using Photoshop & developed web pages.

#### Solution

we looked into how users can access the application form with CA Credentials using any smartphone and reduce the number of inputs for effeciency.

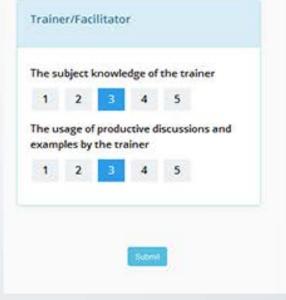




Connect With Us

Smartphone





# **Project: CA Education University**

#### Objective

A long term project developing for CA Employees to meet their individual career aspirations.

#### Opportunity

Allow users to access the products and follow curriculm as per the designed steps.

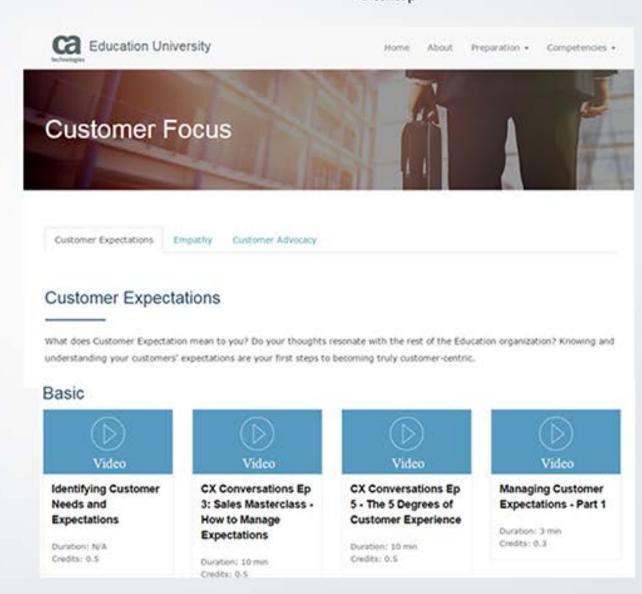
#### My Role

created user interviews, personas & user flows. I sketched paper prototypes, created hifidelity mockups using Photoshop & developed web pages.

#### Solution

we looked into how employees can meet their individual career aspirations while remaining aligned to the organization's mission and goals.

#### Desktop



### **Demo Links**

Please visit the final output of the project I have completed.



#### **CA Snackbox**

View Project )



#### Feedback Form

View Project )





#### Check out process

View Project )

# Thank you for your time



http://madhavcafe.com/



madhav.designer@gmail.com



https://www.linkedin.com/in/murali-madhav-garishakurty-cua-a3b22129/