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POORNA KEDAR

USER EXPERIENCE DESIGNER

PROFILE

10 Years Experience in User Experience Design/ IA/ Usability/ Visual Design/ Web Design.

Ability to handle & lead end to end design activities of a project.

Design, Concepting, Information Architecture, Task/UI Flows.

Multi Domain Expertise (E-Commerce/CRM/ERP/Consumer Products).

Multi Platform Experience (Web/Desktop/Mobile).

EXPERIENCE

Nokia

Sr. User Experience Designer | Nov 2008 to Till date

Hewlett Packard (HP)

UE Lead / Sr. UE Designer | Oct 2006 to Nov 2008

McAfee

Sr. UI Consultant | Jul 2006 to Oct 2006

Deputed through Grey Matters Informatics

Tally Solutions

Sr. UI Designer | Nov 2005 to Mar 2006

Deputed through ASM Technologies

BusinessOne Technologies

Sr. UI Designer | Jan 2005 to Nov 2005

Ishi Technologies

UI/Graphics Designer | Jul 2001 to Dec 2004

EDUCATION

Master of Business Administration in Project Management (M.B.A)

Alagappa University

Bachelor of Business Administration (B.B.A)

Alagappa University.

Bachelor of Engineering (B.E - ECE) (Discontinued in 3rd Year)

Madras University

User Centered Analysis & Conceptual Design Course from HFI.

Practical Usability Testing Course from HFI.

Science & Art of Effective Applications from HFI.

Putting Research into Practice from HFI.

Web 2.0 Training from HP.

SKILLS

Information Architecture, Concepting, Wireframing, Prototyping

Visio, Photoshop, Illustrator, Flash, Dreamweaver

HTML, CSS, Javascript

PROJECTS

Web

Next Generation HP.COM, HP SureSupply, Many Websites and Web Portals

Mobile

Symbian^3 Clock & Alarms, Notes, Voice Recorder, Symbian^4 Clock & Alarms, Vodafone Services widgets, Dutch Telecom Community 1.0, T-Mobile US MyFaves Application

Desktop

Tally Ascent, BusinessOne SFA/CRM, Ishitech iAccounting

RIA

Rogers - iTolls, BusinessOne Maestro

Note: These are some of the important projects that I worked on. This does not show all the projects that I worked on.

AWARDS /
ACHIEVEMENTS

Award at HP for the contribution in Next generation HP.COM redesign project.

Top performance ratings at HP, Businessone Technologies.

PORTFOLIO /
SOCIAL

<http://www.kedarworks.com>

<http://www.kedarphotography.com>

<http://in.linkedin.com/in/poornakedar>