

KANNADHASAN S

Interactive Product Designer

Passionate about improving the lives of people through design.

I have worked on all aspects of digital (mobile, web, AR, and VR) products, from rough ideas on paper to complete usable products, from interface design to product strategy, from white board conceptualization to thin-slice solutioning, from creating user journey flows to information architecture, and am constantly looking to learn new things every day.



Links

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Key Numbers

5+ Years of experience in product design.

Worked on 30+ apps, Sites, AR/VR tech & services.

2+ Years in managing team of 12 Members.

Education

SKCT (Sri Krishna college of tech) UG - 2016

* B.E (Mechanical Engineering)

ICAT Image Institute of Multimedia Arts & Graphic Effects - 2017 - 18

* (NSDC) Higher Diploma in Graphic UI/UX Design.

Certifications

IDF (Interaction Design Foundation) 2019 - 2022

* Design thinking: The Ultimate Guide.

* Affordances: Designing Intuitive User Interface.

* How to create intuitive products by imitating Physicality.

* How to Design for Augmented and Virtual Reality.

Experience

UI/UX Designer

2018 - 2019 / Meynikara, Chennai.

Pawsanta Client Project

6 Months Mission / Mobile application & Website

PawSanta is a one-stop solution for pet business management & Pet care.

- * Conducted 6 set of interviews with users from client company.
- * Conducted 10 hours brainstorming session with team to develop personas, an empathy map, a user journey.
- * Conceived 4 personas to represent Shop owners, Goods Buyers & Paw parents.
- * Identifying over 12 of the main features of the application to ensure a full journey to users.
- * The speed of delivery in UI production has increased by 15%, thanks to the use of the design system.
- * Conducted 8 usability tests with users from client company.

Lead UI/UX Designer

2019 - 2020 / Meynikara, Chennai.

Ahua Inhouse Project

4 Months Mission / AR Mobile application & Website

Ahua Improves and extends the jewellery shopping experience to the next level through Augmented Reality.

- * Conducted 2 weeks of user interviews and on-site observations.
- * Analysing market gap & observe the qualitative data's to understand the product needs.
- * Capturing the customer's needs & Vendor's needs through 6 marketing campaigns.
- * Setting up KPI's for the user experience.
- * Design of persona, user journey, Information architecture, user flows & Intuitive user interface.
- * Metrics over 6months got for buyers 12.6% Purchasing factor increased through AR and for sellers 15% reducing in operational cost.

I was in charge of the overall UX and UI design process for service & Inhouse projects and also handling marketing collaterals , Branding kits.

DecAR Inhouse Project

6 Months Mission / AR Mobile application & Website

DecAR is an Augmented Reality application which provides an enhancing shopping experience for furnishing products.

- * Conception and facilitation of 4 design workshops with the teams and stakeholders.
- * Conducted 2 weeks of user interviews and on-site observations.
- * Analysing market gap to understand the needs and values of the product.
- * Qualitative data researching for AR possibilities & design guidelines of AR.
- * Designed 4 key features in high fidelity visual (Easy AR visualisation of product, Optimise & customize any product, Easy buying, customer support).
- * Conducted 4 usability tests with 24+ members of team.

Led the design practice and managed the overall project deliverables within the team. I also supported the marketing team in promoting our services.

Dukan Client Project

1 Month Mission / Mobile application

Dukan is an app that allows you to shop for groceries As part of my duties, I redefined their payment process and reward system experience used by the 50,000 users.

- * Led a design sprint of 4weeks to co-design the solution with stakeholders and team members.
- * Conducted more than 30 user interviews to identify and validate specifications and finally the usability of the solution.
- * Design of 3 major key features (Digital wallet , shopping card and rewards based on using their payment system).
- * Created and maintained a Design System of 30+ components and ensured the weekly delivery to the technical team.

GoAR Inhouse Project

3 Months Mission / AR Mobile application

GOAR is an augmented reality food menu app. where people can experience and explore their dining in a new way.

- * Design of personas, user flows and Information Architecture.
- * Redesign of the process of capturing the customer's needs.
- * Conducted more than 24 user interviews to identify and validate specifications and finally the usability of the solution.
- * The completion checkout time goes from 2.8 min to less than 1 min.
- * The usability score, calculated via the SUS method, stands at 78.5.

Senior UI/UX Designer

2020 - 2022 / Meynikara, Chennai.

Hippopappa Inhouse Project

8 Months Mission / AR Mobile app, Website & Activity Box

Hippopappa is an advanced generation augmented reality toy for kids (Activity boxes + AR App) to revolutionize the learning experience suitable for kids from age 4-10.

- * Conception and facilitation of 6 design workshops with the teams and stakeholders.
- * Analysing market gap, Competitors & observation of the qualitative data's to understand the product needs.
- * Capturing the customer's needs through 4 marketing campaigns.
- * Conducted over 80hrs of user interviews.
- * Conceived 3 personas to represent Sellers, Buyers & Kids.
- * Setting up KPI's for the user experience.
- * Creating 6 different strategies for placing product in the market.
- * Led a design sprint of 16weeks to design the solution with stakeholders, teams and users.
- * Designed all the screens , background illustrations, characters design & Package design.
- * Co-Created animation sequences throughout the app.

ShootAR Inhouse Project

2 Months Mission / AR Mobile application

ShootAR is a first person shooting game which utilizes augmented reality technology to combine virtual game elements with your environment.

- * Conception and facilitation of 3 design workshops with the teams and stakeholders.
- * Conducted over 48hrs of user interviews.
- * Conception of personas.
- * Creation of user flows for the game.
- * Designed all the screens of the new app in high fidelity.
- * Led 5 usability tests.

Creating a great experience and working closely with stakeholders, clients, developers, and designers to create design, development, testing, and ensuring that the product meets the requirements when it is ready to ship.

Coinfantasy Client Project

3 Months Mission / Web application

Coinfantasy is World's first decentralized invest gaming platform. Aims to gamify financial markets through its multiple categories of games, thus acting as a Layer 2 platform on top of the primary markets.

- * Led 2 workshops of co-conception.
- * Conception of personas.
- * Redesign of the process of capturing the customer's needs.
- * Creation of user flows for the different key areas of the product.
- * Designed the low-fidelity mock-ups of the tracking functionality.
- * Helped for the design of multiple components of the Design System.
- * Co-designed the High- fidelity screens of the new Web application.

Interactive Product Designer

2022 - Present / Meynikara, Chennai.

Creating & supervising the entire design process and all-important technical decisions. Also tasked with tracking timelines, managing teams, reporting to stakeholders and maintaining client relationships.

Metakalvi Inhouse Project

6 Months Mission / VR application & Website

Metakalvi (future of learning) the Virtual Reality Lab is to make learning more fun and interesting for students

- * Conception and facilitation of 5 design workshops with the teams and stakeholders.
- * Conducted over 80hrs of user interviews & capturing the customer's needs through multiple campaigns.
- * Conducted 18 hours brainstorming session with team to develop personas, an empathy map, a user journey.
- * Conceived 3 personas to represent Students, Teachers & School management
- * Structured the concepts and setting up the KPI's.
- * Designed all the screens of the VR application.
- * Conducted 12+ usability tests with different set of audience.

Skizaa Client Project - (Present)

4 Months Mission / Mobile application & Web Dashboard

Skizaa is an EdTech platform where you can run and manage your school efficiently with one application. Integrate seamlessly with Teachers & Parents and improve Parent-Teacher communication.

- * Led 24 hours brainstorming session with stakeholders & team to renew the Information architecture & user journey.
- * Identifying over 8 of the main features of the application to ensure a full journey to users.
- * Designed all the screens of the mobile application.
- * The usability score, calculated via the SUS method, stands at 83.6 for mobile experience.
- * Created Pitch deck Presentation designs for the product.
- * Currently designing the web dashboard screens of the product.

Skills

Team & Project Management

- * High energy & Motivating others, Problem solving, Communication, Project Management, Team building, Evaluating Job Candidates.

Research & Test

- * User interviews, Usability testing's, Personas, Experience mapping, Competitor analysis, Card Sorting, Workshops, User journeys, User flows.

Design

- * Wireframes, Interactive Prototype, Intuitive user interface, 2D animation & Mockups.

Strategy & DesignOps

- * UX Strategy, Design Systems, Design Sprints.

Tools

Research & Test

- * UseBerry, Maze, Optimal Workshop, Fullstory & Hotjar.

Design

- * Photoshop, Illustrator, Figma, Adobe XD, Premier pro, Aftereffects , Miro & Zeplin.

Project Management

- * Jira, Slack, Clickup, Trello.