# **Ashutosh Ramesh Dusane**

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#### **JOB OBJECTIVE**

Passion for usability and best user experience, an eye for visual consistency with skills for transforming complex business challenges to most user-friendly design solutions

#### **EXECUTIVE PROFILE**

* A **CXA™ and CUA™ certified** professional offering nearly **over 16** years in **UI/UX Designing and Web/ Mobile App Designing** in various **domains including pharma, automobile, cyber sec., banking & finance**
* Highly skilled in various aspects of User Experience fundamentals entailing requirement analysis, user profiling / grouping, personas, and task analysis wireframing and prototyping.
* Familiar with Design Thinking, Creating Design Strategy, Conducting Design Workshops, User Research, Heuristic Reviews, Usability Testing, Defining UX Design Strategy & Information Architecture/Primary Nouns, Requirement Analysis, Visual Design, Wire-framing & Task Flows analysis.
* Capable in playing an advisory role to customers and prospects and provide thought leadership & digital transformation recommendations
* Skilled in working on conducting stakeholder workshops, user Interviews, usability audits, assessments, creating low/hi fidelity design, card-sorting, user research, analyzing user behaviors, field visits and competitive benchmarking
* Established numerous e-learning modules for illustrious clients such as Motorola – US & UK, Cross-Knowledge – France, Elsevier – US and Nokia – US, Rogers Canada
* Skilled with working on tools including Adobe Creative Cloud Suite, Icon Graphics, Creative and efficient in PowerPoint, Axure Pro, Figma, Adobe XD, Sketch and InVision
* A positive influencer with propensity for leading, mentoring & managing solution consultancy for projects through effective relationships with business stakeholders and culturally diverse teams; presenting changes, issues, risks & contingency plans to balance project resources, schedules & scope

#### **EDUCATION**

* Master of Personnel Management (MPM) from North Maharashtra University with 1st division in 1999
* Bachelor of Arts (BA) from North Maharashtra University with 1st division in 1997

#### **PROFESSIONAL CERTIFICATIONS**

* **Design Thinking**: From Insight to Viability – Stanford Global School of Business (SGSB) – 2021
* **CXA™** - Human Factors International (HFI) – 2015
* **CUA™** - Human Factors International (HFI) – 2011
* **DACA** – National Multimedia Resource Center (NMRC), C-DAC, Pune – 2001
* Diploma in **Web-Designing** from Insite Institute – 2000

#### **KNOWLEDGE PURVIEW**

* Visual Designing, Software Application UI design, Web Application UI design, Mobile Application UI Design for Symbian, iOS and Android for PDA’s and smart phones, Website Development, e-learning and Animation for web print, interactive CDs and video using the latest tools in the industry
* Designing workable UI solutions for Web and Desktop Applications, Mobile application (SVG graphics)

#### **PROFESSIONAL EXPERIENCE**

**SIEMENS** Pune (Sr. UX Specialist - Nov’19 - May’22)   
Key Result Areas:

* Working as UX Specialist on various legacy application as well as consulting as UX lead for the client and partners’ project.
* Helping the partner teams to define the UX requirement, providing design solutions considering the project requirements, help in UX resource planning and effort estimation.
* Working as UX consultant during UX research and analysis phase, creating information architecture and wireframes, help the team building working prototype, making decision decisions on guidelines & styling.
* Help building UX as competency, evangelizing UX process and best practices within organization
* Organizing internal training session for UX tool like Axure, Adobe XD and Sketch.

**Atos-Syntel**, Pune (Sr. UX Consultant – Dec’18-Nov 19)  
Key Result Areas:

* Understanding client requirements; providing design solutions i.e., functional design specification document; leading a team for ensuring effective management of UI / UX
* Examining the requirements with business analysts, signifying user experience, visual design, wire-framing, prototyping, front-end development, and team management

**Symantec**, Pune (UX Manager – Aug’16-Mar’18)  
Key Result Areas:

* Understanding client requirements; providing design solutions i.e., functional design specification document; leading a team for ensuring effective management of UI / UX
* Examining the requirements with business analysts, signifying user experience, visual design, wire-framing, prototyping, front-end development, and team management
* Conveying concepts and providing design direction through renderings, images and effective written and verbal communication; designing the overall graphic image including creating concept design layout and illustrations
* Ascertaining client’s requirements and developing graphic directions, concepts, and specifications; communicating style and guidelines to deliver consistent, high-quality work
* Designing mock-ups for potential and existing clients to demonstrate how the applications would look if integrated into the systems; developing navigation, user flows, screens, and controls; conducting usability testing to identify design patterns and produce style guide
* Spearheading projects from planning to execution; implementing the project plans and performing tasks including design, specification, and integration of products within customer environments
* Providing design solutions and leading a team for ensuring effective management of UI / UX
* Ensuring that customer deadlines are met within project budgets, creating, and managing the estimates, project plan, project schedule, resource allocation & expenses
* Communicating design deliverables, like- specifications, templates, storyboards, wireframes, and mock-ups
* Creating user journeys, storyboards, wireframes, and interactive prototypes through initial research of user needs, business goals, usability testing and iterative design
* Conducting stakeholder interviews and usability tests; creating click-through and prototypes for web & mobile/tablet for use during tests; synthesizing & compiling findings to develop UX strategy
* Gained exposure in steering Team & Project Management – Presales and Business development, Solution Decks, Project Planning, Resource Management, Team Utilization, Billing & Staffing, Time Schedules, QA Checklists, PRDs, Status Reporting, Standards, and templates

**ZS Associates**, Pune (UX Consultant – Jan 14 – Aug 16)  
Highlights:

* Engaged in Team Building, Recruitment interviewing local UX talent, Infrastructure setting for UXD team
* Played a key role as a Panel member for IIT recruits’ events for ZS
* Focused on process setting & improvement, process awareness initiatives for internal stakeholders
* Successfully conducted UXD Audit and project reviews, Team training
* Administered UX services & support across multiple project
* Contributed in setting-up best practices and sharing it with cross-functional teams
* Worked on Blog post writing for internal users and creating case studies for projects

**L&T Infotech**, Pune (UX Manager – May 13 – Dec 13)  
Highlights:

* Engaged in Team Building, Process setting & improvement, Recruitment, Infrastructure setting for UXD team
* Successfully conducted UXD Audit and project reviews

Previous Experience

**Persistent Systems Ltd**., Pune (Team Lead – UX Design - Jan 07 – May 13)

**Maximize Learning**, Pune (Graphic Designer – Dec 02 – Jan 07)

**Dimakh Consultants’ Pvt. Ltd**., Pune (Web-Graphic Designer - Mar 02 – Nov 02)

#### **ONSITE EXPERIENCE**

Company: SIEMENS  
Duration: Singapore – 4th Feb to 10th Mar – 2020   
Project: Short Tunnel Management System – For Singapore’s Largest Transport Authority

Company: Fiserv  
Duration: US – 26th June to 28th July – 2018   
Project: Total Administrative Services Corporation – US’s largest privately held third   
 party benefits administrator

Company: ZS Associates   
Duration: USA 1st April to 15th April – 2015  
Project: Sales & activity dashboard for leading Pharma Company

Company: Persistent Systems Ltd.  
Duration: Norway – 26th March to 28th May– 2012   
Project: Port Management System for Global Leader in the domain

#### **PERSONAL DETAILS**

Date of Birth: 12th April, 1977  
Mailing Address: English, Hindi, Marathi   
Address: Pimpale Saudagar, Pune – 411027  
VISA Details: **US** - Valid B1 visa (Multiple entries) **Singapore** (Multiple entries)  
 **EU** - Schengen (expired), **UK** - Visitor Visa (expired)