

YELUMALAI CHAKRAPANI

USER EXPERIENCE DESIGNER



ABOUT ME

I'm a **UX/UI/Visual Design Manager**, Fine Artist, and Digital Designer.

Currently, I work with **Tejas Networks** as a **UX Manager**.

With over **11 years of hands-on professional experience in the digital creative industry**,

I have had the opportunity to work on many significant projects, alongside talented individuals, and with **creative enterprise applications** around the globe.

Outside the office, I am busy as a Fine Art Instructor. I paint on both canvas and digital platforms.

JOB EXPERIENCES

- AUGUST/ 2023 - PRESENT **TEJAS NETWORKS**
Managing UX Works
Lead design, improve user experience, oversee team, ensure usability, conduct research, implement feedback, and create prototypes to enhance user satisfaction.
Enterprise Products: **Network Management System(NMS) & 5G EMS**
- DEC / 2022 - JULY/ 2023 **PAYPAL (Payroll: ACL Digital)**
Lead UX Designer
Leading UX strategies, optimizing product usability, ensuring usability, conducting research, implementing, gathering feedback, and creating prototypes for the best experience.
Enterprise Products: **Notification Center Analytics (NCA), NC Tracker**
- MAR/ 2022 - DEC/ 2022 **INNOMINDS**
Senior UX Designer
Enterprise Products: Fit & Health and Image Annotation
- AUG/ 2019 - MAR/ 2022 **ASCENT HR**
Senior UX Designer
UI Design Using UX Principles
Design for the **Human Resources Management, Payroll & Compliance** Enterprise Apps
- JULY/ 2016 - JULY/ 2019 **NEC TECHNOLOGIES INDIA PRIVATE LIMITED**
User Experience Designer
Meet the retail functional workflow needs and expectations of customers. **Retail MPOS, Infacestigation, Mall Navigation, and Food products**
- SEP/ 2014 - JUNE/ 2016 **PRONTO SOFTWARE SOLUTIONS**
Designer
Created unique experiences between the customer and the products. Mobile Apps, Web Apps, Graphic Design
- AUG/ 2013 - NOV/ 2013 **AMT**
UI Designer
Designing of Web pages Using Photoshop, HTML and CSS

EDUCATION

- 2015 - PRESENT **INTERACTION DESIGN FOUNDATION**
User Experience Design
- 2018 - 2019 **BRIDGE UX DESIGN STUDIOS**
User Experience Design
- 2013 - 2014 **ZEE INSTITUTE OF CREATIVE ARTS**
Graphic and Animation
- 2010 - 2013 **RNS INSTITUTE OF TECHNOLOGY (VTU)**
Information Science and Engineering
- 2007 - 2010 **DIPLOMA**
Computer Science and Engineering

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PROFILE

NAME

Yelumalai Chakrapani

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22/05/1990

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SOCIAL MEDIA

LINKEDIN

Yelumalai Chakrapani

FACEBOOK

Yelumalai Chakrapani

INSTAGRAM

Yelumalai Chakrapani

PROFESSIONAL SKILLS

Web Applications

Mobile Applications

Understanding Business Requirements

User Research

Information Architecture

Creating Wireframe and Prototyping

Visual Mock-up Design

Interaction Design

Branding & Graphic Design

Video Editing

Analytics

Creativity

Teamwork

Flexibility

TOOLS AND TECHNOLOGIES

Figma

Adobe XD

Sketch

Invision

Zeplin

Photoshop

Illustrator

premiere pro

Adobe CC Suites

MS Power Point

Freehand Sketch

HTML5

CSS3

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ENTERPRISE PRODUCTS

01 NETWORK MANAGEMENT SYSTEM (NMS)

TEJAS NETWORKS

Analytics Server

Showcasing insights through interactive graphs with customizable filters, optical and wireless solutions,

AS significantly reduces response times for root-causing network glitches.

Circuit Creation

The project involves designing a modern UI/UX for a Network Management System (NMS) application focused on topology creation. The aim is to update the existing system by implementing improved UI components. The application supports circuit creation, visualization of network topology, and management of network elements.

Topology View

Created innovative UX/UI Graphical visualization of network topology.

Interactivity for zooming, panning, selecting nodes and path creation.

Display of node and link status, including alarms.

PROFESSIONAL STATEMENT

I design solutions for digital interactions.

With this approach, I generate extraordinary value for brands through innovative design, engaging experiences, and visual appeal.

DISCOVER/ RESEARCH

I analyze the market using UX principles, scouting for references, and researching competitors. This overview facilitates the following analysis of the core users and what they want or need based on user persona data. It also guides how to build a product that will appeal to them.

1. Stakeholder Interview
2. Understanding Business Requirements
3. Study the Landscape
4. Competitive Analysis
5. User Research
6. Define Personas

INFORMATION ARCHITECT

"I design the experience in steps, each increasing in detail, from user flows to wireframes, and from pen-and-paper sketches to high-definition prototypes."

1. Sketch the main experience
2. Iterate on design
3. Create a Customer Journey Map
4. Develop User/Task Flows
5. Design high-definition wireframes
6. Build the prototype

DESIGN

The visual design was developed by iterating from mood boards to the UI kit, and finally to creating the first version.

Once the usability issues were resolved, I moved on to design the final screens. My goal was to create a visual identity that aligns with the brand's values and message.

Additionally, I checked the competition and took a deep dive into my catalog of references for inspiration.

- 1 Design Components
- 2 Layout Design
- 3 Interaction Design
- 4 Icon and Illustration Design

USABILITY TESTING

Observe users interacting with the product, identify pain points, gather feedback, analyze results, make iterative improvements to enhance usability.

CURIOUS PERSON ?

I am still looking for new UX challenges and opportunities to develop creative projects. Are you interested in my work or just curious?

Either way, can we work together someday?

I am currently looking for new opportunities in Bengaluru or onsite roles.

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ENTERPRISE PRODUCTS

02 NOTIFICATION CENTER ANALYTICS(NCA), NC TRACKER PAYPAL

Analyze user interactions with the notification center, collect and interpret data, identify engagement patterns, evaluate effectiveness, gather user feedback, conduct usability testing, iterate on design, and continually refine to enhance user experience and maximize satisfaction.

Notification Tracker

Monitor users globally with SMS and email notification tracking worldwide, gather user feedback, conduct usability testing, analyze results, iterate on design improvements, and enhance user engagement and overall experience.

03 POWER PAY ASCENT HR

payroll management

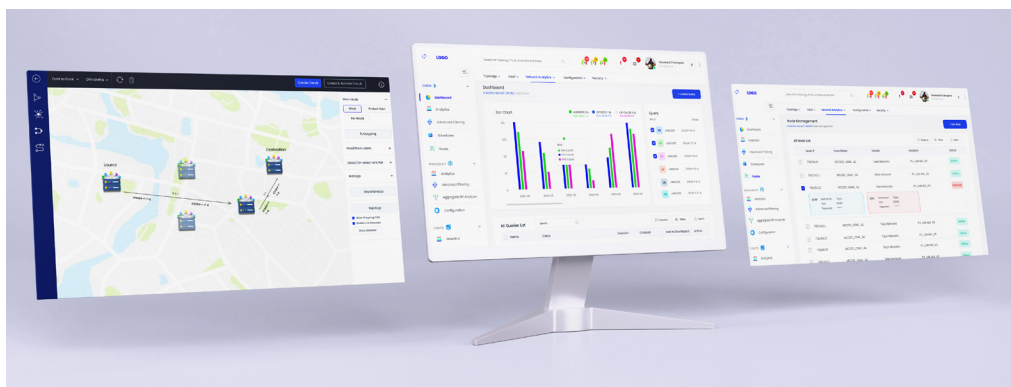
The PowerPay Partner Enablement Kit designed for partners seeking to elevate their managed payroll offerings. This comprehensive kit serves as a gateway for payroll service partners to harness the robust and versatile capabilities of PowerPay.

Understanding the Business Requirements and User needs. Solving the Challenges Using UX Methodologies and UI Design

04 RETAIL MPOS, INFACESTIGATION, MALL NAVIGATION & FOOD PRODUCTS NEC TECHNOLOGIES INDIA PRIVATE LIMITED

Created unique experiences between the customers and the retail products. Using UX Methodologies and UI Design.

Network Management System(NMS)



Designing a modern UI/UX for a Network Management System (NMS) application focused on topology creation. The aim is to update the existing system by implementing improved Usability & UI components. The application supports circuit creation, visualization of network topology, and management of network elements etc

CASESTUDY: www.yelumalaiuxdesigner.com

NC Tracker



The Notification Tracker provides real-time data on delivery, success, and failure rates while keeping an eye on regional email and SMS statuses. Additionally, it monitors the status of invoices, guaranteeing thorough administration of financial records and communication data across several regions.

CASESTUDY: www.yelumalaiuxdesigner.com

Liquor online Shop

Liquor online is an alcohol ordering and delivery app. This app allows users to order liquor from various choices directly, along with inbuilt tracking and a food pairing suggestions

CASESTUDY:
www.yelumalaiuxdesigner.com

