

# ADARSH CHARA

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## Career Objective

An enthusiastic self-learner I know how to move forward without a lot of supervision creating not merely great websites but exceptional web interfaces.

A UX designer has to be able to design and redesign portals from the ground up. This means knowing the traditional ways to utilize HTML and CSS but also knowing when to cut away and implement fresh perspectives. I have a portfolio of web and mobile application designs, 2D and 3D designs, and visual/graphic designs that shows fluency in Adobe Photoshop, Adobe Illustrator, Adobe Dreamweaver, Autodesk 3DS Max, Adobe After Effects, and Adobe Premiere, Final Cut Pro, Sketch and Invision App. It emphasizes and intimates the ways to create wireframes and cut comps.

I offer a proven ability to conduct creative analysis and design best-fit solutions for multi-faceted campaigns including interactive media, web design, digital photo/video manipulation, and web development. I have assisted clients from all backgrounds and industries to design and implement thoughtful and impactful branding tools to help grow their businesses.

## Work Experience

- 9+ years of experience in the field of **Information Technology**
- Currently working as a Sr. UX Designer - M/s. IBM India Pvt. Ltd – Bangalore
- Blue Studio – IBM, Core committee member
- Blue Studio – IBM, Global level Transform Lever UX Lead
- Bangalore EDT Chapter committee member and advisor

### 1. M/s. IBM India Pvt. Ltd – Jan 2019 – Till Date

#### Roles and Responsibilities:

- Creating inspiring, strategic, and innovative ideas for IBM tools and Applications
- The entire responsibility for the quality of execution
- Following brand guidelines
- Creating and directing user interface design, architecture, and functionality according to usability best practices, standards-compliant design, and cross-browser compatibility, with an understanding of analytics for web and mobile
- Set up meetings with executives/sponsors/client/stakeholders
- To get a briefing and understating the requirement
- To define the high-level requirements
- To define a scope of work
- Negotiate and close sizing and timeline
- Amends DOU to accommodate scope change
- Responsible for sponsor satisfaction and repeated business
- Conduct Enterprise design thinking workshops

- The initial phase to start with is to perform or bring team members to initiate all our big ideas (By facilitating a collaborative tool like in “Mural board” put all their assumptions and question.)
- Conduct user research and testing to validate user-centered design decisions
- Analyse user data and created user stories, create user personas, user journey/roadmaps, create wireframes, and high fidelity graphics.
- Demonstrated proficiency with prototyping tools such as Sketch, Adobe XD, Figma, In Vision, Illustrator, Photoshop, etc.
- Work collaboratively with a team of experts to develop and implement a winning business strategy
- Also have hands-on experience in front-end development like coding HTML, CSS, and JavaScript.
- Developing a static website for the ease of packing with dynamic components
- Developing the best creative and innovative solutions and achieving within budget
- Working with a team of the Copywriters and Designers
- Training and monitoring staff members who develop design concepts into art layouts
- Responsible for seeing the idea through the creative process to the final sign off
- Visualizing and creating concepts into the product, giving direction on photography style, imagery, typography, iconography, and navigation optimizing for web

#### **Appreciation at IBM:**

- Awarded Managers Choice award twice for H1 in the group
- Awarded Best performer Q2 in the group for the years 2017 and 2018
- From IBM Fellow and Vice President - GBS Cloud Business Solutions and Cloud GBS for the project Cloud Application Services
- From IBM Director - Services Integration Hub - GBS for the project Cloud Application Services
- From IBM Fellow and Vice President - GBS Cloud Business Solutions and Cloud GBS for the project CloudShift
- From IBM Director - Services Integration Hub - GBS for the project CloudShift
- From IBM Vice President - GBS Cloud Business Solutions (CBS) Leader for the project Cognitive Content Collator
- From IBM Associate Partner - Learning Solutions Lead, GPS and Global Business Services for the project Cognitive Content Collator
- From IBM Tool Development USA Lead - IBM Digital Business Group for the project IBM E-Greeting Card

#### **Recent Accomplishments at IBM:**

- Patterns Design Program Graduate 2021
- Accessibility 2021
- Watson Visual Recognition – **IBM**
- IBM Spark Design Festival Research
- User Experience Design Course Completion 2021
- The Design and User Experience (D&UX) Program
- Enterprise Design Thinking – **IBM**
- IBM Design Thinking Co-Creator – **IBM**
- IBM Agile Explorer – **IBM**

## Trainings undertaken:

- Few UX, UI and Information architecture courses from **Interaction Foundation Designing**
- Few UX, Adobe Dimension and 3Ds Max Virtual Reality courses from **Lynda.com**
- Patterns - IBM
- DUX – **IBM**
- User Experience Design course - **UDEMY**
- Interview the IBM way – **IBM**
- Accessibility Advocate – **IBM**
- IBM Design Thinking Practitioner – **IBM**
- IBM Design Thinking Co-Creator – **IBM**
- Build Chatbots with Watson Conversation – **IBM**
- Watson Visual Recognition – **IBM**
- IBM Agile Explorer – **IBM**
- Client Centricity – **IBM**
- Bluemix Essentials – **IBM**
- IBM Agile Advocate – **IBM**
- IBM Mobile Guidelines - **IBM**
- Web and Application Designing – **Human Factors International (HFI)**
- Practical Usability Testing – **Human Factors International (HFI)**

## Project Details

- (UI and UX) **Project: Operations Risks Insights (ORI)**

**Environment:** Illustrator, Sketch, XD, Carbon Design System, Pangea map, Mapbox and React.Js

**Project Overview:** Designing and developing the UX and UI for the portal which consists of all kinds of risks like Covid-19, Hurricane, Storm, Earthquake and other disasters and pandemic along with supplies, hospitals, airports, and other point of interests. User can also select from various event outlook and situational awareness and user can track the distance between the POI and max point of any risks with map view and data view.

[Mural \(Scenario wise\)](#)

[Grant Program](#)

[Watson Moments](#)

[All Risks](#)

[My Alerts](#)

[EDT Session for COVID-19](#)

[My Locations \(PPOI\)](#)

[Warnings & Modals](#)

[Hurricane & Share](#)

[User Stories](#)

[IBMerSafe](#)

[Share Report](#)

[Landing Page](#)

- (UI and UX) **Project: IBM Privacy Information Management System (PIMS)**

**Environment:** Illustrator, Sketch, XD, Carbon Design System, Cognos and React.Js

**Project Overview:** Dashboard with multiple functionalities governing required actions for ease of user to take necessary actions to understand and investigate compliance issues on 37Million + IBM URL's. Also helped extended PIMS team to have carbon look and feel for Cognos's report which intern will be integrated to main PIMS portal

[PIMS UX](#)

[MVP 1 UI](#)

[UI](#)

- (UI and UX) **Project: Enterprise Design Thinking – Bangalore Chapter (EDT)**

**Environment:** Illustrator, Photoshop, and XD

**Project Overview:** Designing and developing the UX and UI for the internal Enterprises Design Thinking - Bangalore chapter microsite to show the data of up coming's meetups, joining the community, events, and workshops

[Adobe XD](#)

- (UI,UX and Development) **Project: IBM Fast Start 2021**

**Environment:** Illustrator, Sketch, XD & Carbon Design System

**Project Overview:** Designing & developing the UX & UI for a digital expo or event space along with gamification, leaderboard and other cool stuffs making the users interactive.

[Beta link](#)

- (UI and UX) **Project: IBM Garage Method for Cloud – Toolkit**

**Environment:** Illustrator, Photoshop, Carbon Design System, Sketch & XD

**Project Overview:** One IBM Cloud Migration Architecture Decisions evaluation for the IBM clients who are using different applications, servers, and other features. These tools help the client to decide which part of the application needs to modernize at what instance depending upon various factors

[Adobe XD](#)

- (UI and UX) **Project: FutureMe**

**Environment:** Illustrator, Photoshop, Carbon Design System, HTML5, CSS, Js, Brackets & Adobe Captivate.

**Project Overview:** Designing and developing the UX and UI for the internal IBM tool which concentrates on employees' career

[Active Link](#)

- (UI and UX) **Project: MSC Health Dashboard (MSC Insights)**

**Environment:** Illustrator, Photoshop, and XD

**Project Overview:** Designing and developing the UX and UI for the portal which is for IBM Managers purpose only to track the income, expenses, capacity, demand, and other data's

- (UI and UX) **Project: Marketing Registration Forms (MRS)**

**Environment:** Illustrator, Photoshop and XD

**Project Overview:** Designing and developing the UX and UI for the portal which is for internal and External IBM purpose

[Adobe XD](#)

- (UI, UX and Development) **Project: Employee Experience Portal (Exp Portal)**

**Environment:** Illustrator, Photoshop, Bootstrap, Angular.js, Node.js and Coding tools

**Project Overview:** Designing and Front-End development of Employee Experience portal which is for internal IBM purpose only

- (3D and VR) **Project: IBM Nimblr & IBM Think - Blockchain**

**Environment:** Photoshop, 3DS max and V-ray

**Project Overview:** Creating a 3D model of the new IBM Agile workspace and for IBM Blockchain Stall at IBM Think event, Texturing and lighting the scene and making a 3D VR video with different views.

- (UX and UI) **Project: MSC Insights**

**Environment:** XD, Illustrator, Photoshop and UX Tools

**Project Overview:** A combination of 6 Tools from which all the insights need to be visible for the Managers and Leadership team of IBM. UX approach and new set of guidelines were used for this tool

[Mural \(Tool wise\)](#)

- (UX and UI) **Project: MSC JobCues**

**Environment:** XD, Illustrator, Photoshop and UX Tools

**Project Overview:** A ease a pre-hire to hire process for the Managers, Ops, Panelists and UX approach and new set of guidelines were used for this tool.

- (UX and UI) **Project: IBM Garage Method for Cloud - Toolkit**

**Environment:** XD, Illustrator, Photoshop and UX Tools

**Project Overview:** One IBM Cloud Migration Architecture Decisions evaluation for the IBM clients who are using different applications, servers, and other features. This tools help the client to decide which part of the application needs to modernized at what instance depending upon various factors

- (UX and UI) **Project: IBM Hybrid Cloud – Sparkler APP (Mobile app)**

**Environment:** XD, Illustrator, Photoshop and UX Tools

**Project Overview:** A hybrid mobile app which has shares the details of use of hybrid cloud and ways to migrate.

- (UX and UI) **Project: IBM Face Detect**

**Environment:** XD, Illustrator, Photoshop and UX Tools

**Project Overview:** A hybrid mobile app helps in identifying the lost and found kid

## 2. M/s. J K Technosoft Ltd. – **Client – IBM** – June 2016 – Jan 2019

### Roles and Responsibilities:

- Creating inspiring, strategic, and innovative ideas for IBM tools and Applications
- The entire responsibility for the quality of execution
- Developing the best creative and innovative solutions and achieving within budget
- Training and monitoring staff members who develop design concepts into art layouts
- Responsible for seeing the idea through the creative process to the final sign off
- Managing own accounts and projects, working within a budget, and scheduling requirements.
- Presenting concepts to clients for approval
- Following brand guidelines

### Project Details

- (UI, UX and Development) **Project: UI and Website Development | Client: Employee Experience Portal (Exp Portal)**

**Environment:** Illustrator, Photoshop, Bootstrap, Angular.js, Node.js and Coding tools

**Project Overview:** Designing and Front-End development of Employee Experience portal which is for internal IBM purpose only

- (Development) **Project:** UI and Website Development | **Client:** IBM Innovation for Center Education (ICE Portal)  
**Environment:** Illustrator, Photoshop, IBM's V18 Standard Framework and Coding tools  
**Project Overview:** Designing and Front-End development of IBM ICE website  
[Active link](#)
- (UI, UX and Development) **Project:** UI and Website Development | **Client:** IBM Cloud Factory  
**Environment:** Illustrator, Photoshop, IBM's V18 Standard Framework and Coding tools  
**Project Overview:** Designing and Front-End development of IBM Cloud Migration Factory website
- (Video) **Project:** Marketing Video - IBM CloudShift and IBM Cloud Migration Factory  
**Environment:** Illustrator, Photoshop, IBM's V18 Standard Framework, After Effects, and Premiere pro.  
**Project Overview:** Shot and edited the videos for the Journey to CAMS  
[Box link](#)
- (UI, UX and Development) **Project:** UI, UX and Website Development | **Client:** IBM Scope+  
**Environment:** Illustrator, Photoshop, IBM's V18 Standard Framework and Coding tools  
**Project Overview:** Designing and Front-end Development of IBM Scope+ website.
- (UI) **Project:** UI Designing | **Client:** IBM ZSystems Survey tool  
**Environment:** Illustrator, Photoshop, IBM's V18 Standard Framework and Coding tools  
**Project Overview:** Designing of IBM ZSystems survey tool website.
- (UI and Development) **Project:** UI Designing and Development | **Client:** IBM T and T Playbook  
**Environment:** Illustrator, Photoshop, IBM's V18 Standard Framework and Coding tools  
**Project Overview:** Designing and development of IBM T and T Playbook.
- (UI and UX) **Project:** UI and UX | **Client:** IBM LRM tool  
**Environment:** Illustrator, Photoshop, IBM's V18 Standard Framework  
**Project Overview:** Designing of IBM LRM website.
- (UI, UX and Development) **Project:** UI and Website Development | **Client:** IBM CloudShift  
**Environment:** Illustrator, Photoshop, IBM's V18 Standard Framework and Coding tools  
**Project Overview:** Designing of IBM CloudShift website.
- (UI, UX and Development) **Project:** UI and Website Development | **Client:** IBM Cloud Application Services  
**Environment:** Illustrator, Photoshop, IBM's V18 Standard Framework and Coding tools  
**Project Overview:** Designing of IBM Cloud Application Services (CAS) website
- (UI and UX) **Project:** Website Development | **Client:** IBM DSG Training tool  
**Environment:** Illustrator, Photoshop, IBM's V18 Standard Framework  
**Project Overview:** Designing of IBM NewsHUB (Webapp). Which is an online training data creation tool and auto generation on Newsletter.
- (UI, UX and Animation) **Project:** Website Development and Animation | **Client:** IBM E-Greeting Card  
**Environment:** Illustrator, Photoshop, IBM's V18 Standard Framework, Adobe Flash and Adobe Animate  
**Project Overview:** Creation of Story board and Designing of IBM E-Greeting Card (Webapp). Which is an online customizable E-Greeting Card. The E-greeting card has 40 seconds of Animation and a Watson Beat generated music.  
[Animation Link](#)

- **Project:** Infographic Animation | **Client:** IBM App Connect Professional

**Environment:** Illustrator, Photoshop, After Effects and Premiere

**Project Overview:** Creation of story board and recoding of voiceover for the provided script. The Video consists of 2D flat infographic animation of 3.07 minutes.

[Box Link](#)

- ((UI, UX, Development and Interactive Demo) **Project:** Website Development and Interactive Demo | **Client:** IBM Cognitive Content Collator

**Environment:** Illustrator, Photoshop, IBM's V18 Standard Framework, Dreamweaver, HTML5, CSS, Js, Notepad ++ and Adobe Captivate

**Project Overview:** Designing and Developing of IBM Cognitive Content Collator website (Webapp). It is an online E-learning application which is integrated to IBM Watson (Supercomputer). Created an interactive demo of the flow and environment of the IBM Cognitive Content Collator website.

- (UI and UX) **Project:** Website Development | **Client:** IBM NewsHUB

**Environment:** Illustrator, Photoshop, IBM's V18 Standard Framework

**Project Overview:** Designing of IBM NewsHUB (Webapp). Which is a online news publication tool only for IBM employees.

- (UI and UX) **Project:** Website Development | **Client:** IBM LinuxONE

**Environment:** Illustrator, Photoshop, IBM's V18 Standard Framework

**Project Overview:** Designing of IBM LinuxONE tool (Webapp). Which have become a **benchmark in IBM** standards.

- (UI and UX) **Project:** Website Development | **Client:** IBM DSG Metrics

**Environment:** Illustrator, Photoshop, IBM's V18 Standard Framework

**Project Overview:** Designing of IBM DSG Metrics tool (Webapp).

- (UI and UX) **Project:** Website Development | **Client:** IBM POWER8

**Environment:** Illustrator, Photoshop, IBM's V18 Standard Framework

**Project Overview:** Designing of IBM POWER8 tool (Webapp).

- (UI and UX) **Project:** Website Development | **Client:** IBM SDN

**Environment:** Illustrator, Photoshop, IBM's V18 Standard Framework

**Project Overview:** Designing of IBM SDN tool (Webapp).

- **Project:** IBM Watson Requirement tool | **Client:** IBM

**Environment:** Photoshop, After Effects, Premier Pro and Audition

**Project Overview:** Creating a flow of questionnaires and animating a few clips very like Watson (IBM Supercomputer) answering a user how it can be helpful in various fields, an Infographic was also made in the flow.

- **Project:** IBM Vodafone Thinking | **Client:** IBM

**Environment:** Photoshop, After Effects, Premier Pro and Audition

**Project Overview:** Editing of shot footages of various Vodafone Thinking events and making a corporate event video.

### 3. M/s. Pixton Technologies, Bangalore, - 3 years 5 months

From: - December 2012 – June 2016

Designation: Visual Designer and Senior Web Developer

#### Roles and Responsibilities:

- Creating inspiring, strategic, and innovative ideas for clients
- Investigating, innovating, and developing trends in creative website, social, and mobile application
- Working with creative director to develop design solutions
- Entire responsibility for the quality of execution
- Creating and directing user interface design, architecture, and functionality according to usability best practices, standards compliant design, and cross browser compatibility, with understanding of analytics for web and mobile
- Developing best creative and innovative solutions and achieving within budget
- Working with team with the Copywriters and Designers
- Training and monitoring staff members who develop design concepts into art layouts
- Responsible for seeing the idea through the creative process to final sign off
- Managing own accounts and projects, working within budget and scheduling requirements.
- Presenting concepts to clients for approval
- Following brand guidelines
- Visualizing and creating concepts into the product, giving direction on photography style, imagery, typography, iconography, and navigation optimizing for web
- Script, Screenplay, Direction, Postproduction of the short movie “Life Finds a Way” Which is nominated for International Short Film Festival
- Entire responsible for 3D and 2D images including Texturing, Lighting and Rendering

#### Technical Skills

- **Web development:** HTML, CSS, NorthStar, Carbon Design System, jQuery, Bootstrap, Joomla, WordPress, IBM Design Language
- **Operating system:** Windows 2000/XP/7/8,10 Linux, Macintosh
- **Prototyping tools:** InVision, Adobe XD, Sketch
- **Animation/Video Software:** Autodesk 3ds Max, Chaos V-Ray Adobe Dimension, Adobe Character Animator, Adobe Animate, Adobe Photoshop, Adobe Illustrator, FCP 7 and X (Final Cut Pro), Adobe Premiere, Adobe Flash, Adobe After Effects, Sonic Sound Forge, Sony Vegas, Avid Studio, Pinnacle, Corel Draw, Corel Video Studio, Adobe Audition, Adobe Dreamweaver

#### Educational Qualification:

- Passed Electrical and Electronics Engineering from Vishveshwarya Technology University in July 2012.
- Passed Class 12 board from Pre-University Board, Karnataka.
- Passed Class X board from Karnataka Secondary Education Board High School.



## Project: SCARA Robot

**Environment:** Windows 7, Arduino (Atmega 8)

**Project Overview:** SCARA is a two-dimensional plotter robotic arm that can seamlessly WRITE things for you. It uses precision servo motors and simplest mathematical theorem.

### Activities and Interests:

- Presented a Paper on “Custom Power Devices” at a National Level competition.
- Interested in pursuing a specialization in Lighting and texturing in 3D max and UX
- Worked in Shooting Short Movies.
- Scored 1st class in 4th international examination of Mathematics in 9th standard.
- Scored 3<sup>rd</sup> class in 4th international examination of science in 9th standard.
- Participated in Green Olympiad (Sponsored by Environment and forest – Govt. of India)

### Personal Information:

Father’s Name	: Ramesh Chakrabhavi
Date of Birth	: 01 May 1988
Gender	: Male
Marital Status	: Single
Nationality	: Indian
Address	: # 33, “Sri Rama Nivasa”, 4th N Block, 59th A Cross, Rajajinagar, Bangalore – 560010.

### Declaration:

I hereby declare that the information furnished above is true to the best of my knowledge and belief.

Place: Bangalore

ADARSH CHARA