

Ajay Vijayakumaran

UI/UX Designer

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Summary:

I am a passionate UI/UX professional with over 4 years of work experience in designing, architecting, and developing Frontend solutions. I leverage my former software engineering expertise in the realm of Frontend Development to design UX-intuitive products & applications and collaborate with software development teams.

Technical Skill Set:

UI/UX Design		Web Development
Empathize: Story Boarding Customer Journey Maps Drawing User Personas Empathy Maps Interviewing Define: Mind Maps Analysis Ideation: Bodystorming Workshop techniques Brainstorming Dispensable Low Fidelity prototyping Prototyping: Sketching Wireframing Rapid Prototyping Evolving prototypes Medium to High-Fidelity prototyping Vertical and horizontal prototyping Testing: Co-operative testing and evaluation A/B Testing	Tools and Technologies: <u>Designing prototypes</u> Figma Axure RP <u>Asset Creation and manipulation</u> Adobe Photoshop Adobe Illustrator	Storybook.js HTML, CSS, JavaScript, Typescript, MongoDB NodeJS Angular CSS pre-processors mainly SCSS, SVGs, JSON, Usability and accessibility web standards
	Research Techniques: Inductive Studies Ethnographic Studies Digital Ethnography Interviews Surveys	Other Skills
	UX Design process: Design Thinking Participatory Design Persuasive Design Lean UX methodology	Information Architecture Sitemap Frontend Development Version Control Unity, C#

Education:

MSc in Interaction & Experience Design, University of Limerick, Ireland 2021 –2022
Grade: 1:1, First Class Honours

Bachelors in Computer Science and Engineering, SRM University, Chennai, India 2013 - 2017
Grade: 75%, First Class Honours

Employment History:

KPMG Global Services (November 2019 – August 2021)

Bengaluru, Karnataka, India

Role: UI/UX Designer and UI/UX Engineer

- **As a UI/UX Designer**, worked on projects, where collaborated effectively with Stakeholders and Business Analysis Teams to gather requirements for features to be designed in the up-coming sprints.
- Worked with Senior UI/UX Design team members to produce realistic mock-ups, focusing on usability and design of the applications.
- Contributed to the development of KPMG's in-house Design System, namely, KPMG Tax Design System.
- Worked on fine-tuning the look, feel and accessibility of the applications from a design and style perspective.
- Acted as a key player in adopting the KPMG Tax Design System for several on-going UI Web solutions
- **As a UI/UX Engineer**, devised and optimized UI Solutions and dealt with Data and Architectural level of the application. Worked primarily on Angular using TypeScript and ES6,
- Built re-usable custom UI controls to support business requirements
- Worked closely with the Business Analyst teams in requirement gathering phases.
- Interviewed Candidates who would join the firm in the Management Consulting vertical for US Tax Technology practice.
- **Recognition:**
Recognized with KPMG Kudos, 2020 award for my contribution in delivering Rich UI/UX Solutions and Innovative Problem-Solving approaches.
- Worked on technologies: *Axure RP, Figma, HTML, SCSS, Angular, JavaScript, ES6, TypeScript, Web APIs and Design System*

Vlocity Inc. (now Salesforce Industries) (May 2019 – November 2019)

Bengaluru, Karnataka, India

Role: UI Developer

- As a UI Developer, predominantly worked on Vlocity Cards and Vlocity OmniScript. Worked on customised UI frameworks built on Salesforce Lightning Design System and Angular JS.
- Worked on technologies: *HTML, CSS, SLDS, Angular JS 1.x, Vlocity Cards, Vlocity OmniScript*

EY Global Delivery Services (EY GDS) (July 2017 – May 2019)

Bengaluru, Karnataka, India,

Role: Associate Software Engineer - UI/UX Development

- Development of User Interfaces spanning across all the major browsers and devices using modern frontend frameworks.
- Worked on designing tools to generate quick wireframes and mock-ups.
- **Recognition:**
Recognised with the prestigious EY Better Begins With You Award in the Pursuing Innovation category as a regional finalist. Better begins with you is a global award program, celebrating EY people who have found inspiring ways to build a better working world.
- Worked on technologies: *HTML, CSS, Angular 7, JavaScript, ES6, TypeScript, SCSS, Design System, Axure RP*

Projects

Some of the projects worth highlighting :

Project	Industry	Description
FarmWise	Agriculture	A Design intervention for connecting Growers, Sellers, and Buyers in the Irish Food System – Followed Lean UX design methodology. Worked as a Lead Designer in the team of 3 talented Designers
Crisis	Design Exploration	A participatory Design project to explore and attempt a design solution to battle accommodation crisis in Ireland – research through Design Games and intervened the design space by introducing an application design.
Pi You Cannot Eat!	Design Exploration towards food wastage	A Persuasive Design Solution to preemptively consume food before its expiry and influence sustainable procurement trends – followed Design Thinking Process, conducted quantitative and qualitative Research, sketched, iterated, fabricated and 3D printed the artefact that was powered by IOT on Raspberry Pi powered a mobile application
Buddies	Social Media	Mobile Application designed to meet people with common interests and attend events; Design thinking powered by Co-operative Evaluation, Low-fidelity to Medium-Fidelity iterative design process.
KPMG Tax Design System	Tax Technology UI/UX Development	Collaborated with the UX Researchers, UI Designers and Development teams to engineer an Atomic Design System for tax applications built on Angular. It is a flexible, re-usable and configurable UI Development component library adhering to KPMG UX standards.
KPMG QI Toolkit	Tax Technology	Migrated an Excel based Audit Reporting toolkit to an accessible modern Web Solution using Angular, SCSS, HTML, ES6 and TypeScript and Progress Web Application Development.
Carrier UTC: PIM Portal	Engineering and Manufacturing	Delivered UI/UX solutions by the virtue of Research and Design Iterations, prototyped on Axure RP, and built the frontend solution on modern frontend framework.
EY PI Digital UI Component Library	UI/UX Development	Collaborated to EY Digital Technologies' UI Component Library consisting of reusable components for building modern powered applications.
EY Digital Passport	Financial Crime	Key UI Developer to deliver EY Digital Passport Project that is a EY UK's financial fraud proof solution to manage all the finances at one platform for banking and audit purposes – worked closely with the Design teams to deliver functional UI
Australia Agrifood and Fisheries Export Portal	Agriculture	Delivered the Agrifood and fisheries exporter, a responsive web application for all target devices. It was a project of the Government of Western Australia.
Phoenicia	Agriculture	A B2B, B2C, e-commerce application handling the food supply chain of the Australian Agri-market covering the fresh produce sector.
BookMented Reality	Augmented Reality	An Augmented Reality Application project developed on Unity – To Augment Interactive content based on the illustrations printed in the books
ARteology	Augmented Reality at Cultural heritage sites	A Web based JavaScript powered Augmented Reality solution to augment and present 3D models of the artefacts available at various museum sites and art galleries on Display.