

Ravi Surana

Lead UX Designer

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Work Experience

Lead UX Designer, Leoforce (Recruiting) June 2018 - Present

- Designing the experience for all the products on both web and mobile
- Creating and maintaining a design system to bring consistency across all the products, and empower all the teams to speak the same language
- Advocating the idea of design-driven innovation, development, leadership as well as incorporating design thinking in everyday work
- Managing design operations like design processes, team coordination, tools, etc., to maximize the design team's value and impact

UX Designer, Ananth Technologies (IT) June 2016 - August 2019

- Responsible for creating the experience for all platforms using User-Center Design
- Managed end to end product development from planning, designing to collaborating with developers and ensuring final product's compliance with all the standards

UX Consultant Designer, Truelancer.com (IT) July 2015 - May 2016

- Worked on various projects for both local and international clients
- Created a good experience for multi-disciplinary products

Co-founder, PocketChef (Food) November 2014 - September 2015

- PocketChef was a food technology startup based in Hyderabad, aimed at providing quality meals in a reasonable price
- Managed the entire business development from planning, designing and developing the technology to marketing and operating to achieve maximized growth

Software Engineer, JDA Software (Supply Chain) July 2013 - May 2016

- Worked as a Front and Back end developer
- Evangelized the practice of UCD by working with and guiding QA engineers and developers to identify UI/UX related issues, contributed to the formation of UX guidelines
- Participated in Design Studio conducted by UX designers and helped them conceptualize the product in the form of wireframes

Awards & Achievements

School Topper in 10th Standard

2 Spot Awards for Excellent performance, JDA Software, 2014

Merit Cum Means Scholarship, IIT Kharagpur, 2008-13

Education

Indian Institute of Technology (IIT)

Kharagpur

Graduation: June 2013

BTech/MTech, Agricultural and Food Engineering

GPA: 7.25/10

Skillset

Languages

JavaScript, JQuery, Extjs, Core Java
HTML, CSS, Bootstrap, Ant

Design Concepts

UCD Process, Design Thinking, Information Architecture, Interaction Flows, Wireframing, Prototyping, Visual Design, Lean UX

Design Tools

Adobe CC (Photoshop, Illustrator, XD, After Effects, InDesign), Sketch, Zeplin, Figma, Framer X, Principle, Invision, Invision Studio, Origami Studio, Axure RP, LucidCharts)

Extra Curricular

Member Of Technology Literary Society, IIT KGP [2009]

Designed posters for the TLS booklet

Design Head RPH, IIT KGP [2012]

Designed sketches for Rangoli and Illumination Competition and won Gold Medals for 2 consecutive years

Guitarist in JDA Rock Band [2013]

Performed at the JDA Annual function

CoE Share as Volunteer [2013]

Part of the team in JDA which undertakes CSR events, volunteered 40+ hours on events like drinking water camp and visit to orphanage