

Kiran Babu Makam

Phone: +91- 91771 13112

E-Mail: mkiran.wd@gmail.com

LinkedIn Id: li.com/in/kmakam

Portfolio site: be.net/mkiranu

PROFILE SUMMARY

- A competent professional with **nearly 8 years** of experience in **UX / UI Designing & Development**
- Possess excellent creative and technical expertise with skills in designing strategies to attract users or viewers resulting in profitability
- Gained strong experience in leading projects across mobile, enterprise and desktop environment; excellent in User Interface Design, UX Design, Application Interface Design, Mobile Application Design & so on
- Proven competencies in product benchmarking, developing & streamlining systems with adequate skills to enhance maintenance effectiveness to meet operational goals within the cost, time & quality parameters
- Skilled in multiple design disciplines, including print, web design, web and mobile applications, and animation
- Extensive experience extends over a multitude of industries including: publishing, management consulting, pharmaceutical, healthcare, insurance, e-commerce & retail, apparel, travel & tourism and creative agencies.
- Comprehensive UI/UX design experience with complex transactional, responsive websites and applications
- Expertise in Graphic Designing, Branding, SEO, Domain Control and Web Hosting

TECHNICAL SKILLS

Development Tools/Platforms:	Dreamweaver, Bootstrap, Git, Wordpress
Development Methodologies:	Agile methodology (Agile/Scrum development process)
Design Applications:	Adobe Creative Suite (PC & Mac),
Prototype / UX TOOLS:	Axure, Balsamic, Invasion App, Adobe XD
Web Technologies:	HTML5, CSS3, W3C Standards, Google Analytics/Webmaster Tools/Adwords
Online Marketing Skills:	SEO/SEM Optimization, Social Media Marketing, Email Marketing Campaign Development
Business Productivity:	Microsoft Office (Outlook, Word, Excel, PowerPoint, MS Sway, Adobe Spark), Confluence, Jira, Trello
Operating Systems:	Windows/PC, Macintosh

CORE COMPETENCIES

UI & UX Analysis, Designing Business Analysis	Project Management Software Development	Requirement Gathering Team Management
--	--	--

ORGANIZATIONAL EXPERIENCE

May'15 - Present

Genzeon Technologies, Hyderabad as Software/UI Developer

Key Result Areas:

- Providing UI/UX design (visual design, wireframing, html/css) for Janssen's ARC Reporting portal utilized by sales force executives
- Working closely with the onsite & offshore development team handing off html/css/graphics as needed
- Developing customized:
 - JavaScript packages for scrollbars
 - CSS for Kendo UI\Controls
- Designing marketing material for promoting Genzeon's Brand Identity
- Managing end-to-end functions of web interface design, application interface design
- Spearheading projects including project estimation & selection of appropriate technologies for the development approach

- Creating UI design Specs that allows and facilitate project and functional requirements across a multi-disciplinary teams through all phases of the project
- Collaborating closely with the user experience team to design and then implement cutting edge UI designs
- Recommending UI best practices to Technical Managers to improve the performance of the Web Application

Sep'14 – Mar'15

Greycampus Edutech Pvt., Ltd., Hyderabad as Web Designer & Developer

Key Result Areas:

- Participated as a Web Developer making static views applying to dynamic data using server integrations & client-side frameworks
- Created Web designs from scratch to finish with executing Corporate Branding; created the best designs and best colors and alignments
- Converted Web templates from PSDs to HTML5, CSS3 webpage using JavaScript & JQuery
- Developed Mobile apps for the company and clients
- Managed end-to-end functions of web interface design, application interface design, mobile application design, brochure design, marketing videos and concept development
- Understood client requirements; provided design solutions i.e. functional design specification document

PREVIOUS EXPERIENCE

Oct'12 – Sep'14

RBC Worldwide (India) Pvt. Ltd., Hyderabad as Web Designer & Developer

May'11 – Sep'12

Space Multimedia, Hyderabad as Web & Visual Designer

TECHNICAL SKILLS

- HTML5 / HTML
- CSS3 / CSS, SASS
- Twitter Bootstrap – HTML 5 & CSS 3 Framework for Responsive websites
- JavaScript libraries: jQuery, jQuery UI, Kendo UI
- Experience with XAMARIN Forms
- Mobile-First" Responsive Design
- Usability, and usability testing
- Wireframes/mockups/prototypes
- HCI (Human/Computer Interaction)
- UCD (User-Centered Design)
- Human Factors
- UX (User Experience)
- UI (User Interface)
- User Flows
- Storyboarding
- Intuitive Design
- Word press theme & Front-End Development
- Mobile First Responsive design and Development
- User interface (UI) Design concepts and tools
- Cross – browser Compatibility
- Create interactive Wireframes
- Expert in Responsive Web Design
- Experienced in Search Engine Optimization (SEO)
- Single page application (SPA) / Website Design & Development

PROJECTS

Project 1: ZIPSCHOOLS
Duration (Dec 2016 to Present)
Team Size: 10
Technologies Used: HTML5, CSS3, JavaScript, Bootstrap
Responsibilities: Lead UI

- Worked directly with the VP of Product
- Led a team of senior designers to design the future user experience for Volume Licensing
- Created UI mock ups using PSD templates
- Designed and implemented the front-end by coding with HTML5, CSS3 and JavaScript libraries
- Used Twitter bootstrap & Data tables to style the layout webpages
- Satisfying clients by explaining and changing UX according to the requirement

Project2: URBUNOUTFITTERS
Duration (Mar 2016 to Present)
Team Size: 3
Technologies Used: HTML5, CSS3
Responsibilities: UI Designer

- Prepared Prototypes for emails for Email campaigns
- Working on Email campaigns using internal tool with dynamic content
- Tested the email views using LITMUS
- Directly interacting with client

Project 3: CVM Solutions
Duration 1.5 Years (May 2015 to Mar 2016)
Team Size: 10
Technologies Used: HTML5, CSS3, JavaScript, Kendo UI
Responsibilities:

- Created UI mock ups using PSD templates with HTML, CSS & JavaScript
- Integrated static content to dynamic by using JavaScript
- Satisfying clients by explaining and changing UX according to the requirement

Project 4: Noble (ORB)
Duration 9 months (Jan 2014 to Sep 2014)
Team Size: 2
Technologies Used: HTML5, CSS3, JavaScript
Responsibilities:

- Designed webpages using PSD templates with HTML, CSS & JavaScript
- Integrated static content to dynamic by using JavaScript
- Satisfying clients by explaining and changing UX according to the requirement

URLs: (Partial list of sites I've designed over the years)

greycampus.com
whitethoughts.in
hrudayaspananafoundation.org
axisclinicals.com
redmagazine.in

allureaesthetics.in
ozonehospitals.com
coromandelagrico.com
manjeeradiamondtowers.co.in
erudex.com

PERSONAL DETAILS

Date of Birth: 26 August 1991
Languages Known: Telugu, English and Hindi