

I'm Damodhar Narayanan.

I design systems for 5+ years as UX Designer.

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EXPERIENCE

FundsIndia UX Designer | May 2016-Present

- Largest online mutual fund platform in India with 11 lakh active customers. It is mandatory to know about three major pillars before creating an artboard. These are domain knowledge, users, and metrics.
- Led products on web and mobile app platform like Fund explorer, e-IPV, SIPs, redesigning the Registration flow for novice user which increase conversion (15.4%), Index based portfolio.

W2S Solutions UI/UX Designer | Jun2015-May 2016

- A B2B & B2C Startup, worked all hands from creating brand value till the screen design. Through design thinking and gathering valuable data from user perspective and with an understanding of the technical aspects, created interfaces.
- Where MVP played a sweet spot in project lifecycle for the project like Fast payee (Invoice management app).

Sciflare UI/UX Designer | Nov 2014-May 2015

- A B2B startup, where client requirement is a primary focus. A single person to start with research and analysis by tracking GA performance, conducting competitor analysis and usability tests.
- Reflected those research data in my design process to complete the task with a major challenge within the assigned timeline. Few of the projects worked on are Daily fantasy cricket, GameDay.

Mycopie 3D Artist / Visualizer | Apr 2014-Oct 2014

- A stationery product making company. Responsible for design by figuring out the target audience (grad students and youngsters) which increased sales by 14.7%.
- Started creating STL objects for 3D Printed products, I led on designing and creating 3D objects (simple daily use products) by understanding the technical properties of the printing mechanism,
- Here I also got the opportunity to design single page landing website for the company's brand revamp.

CaratLane Junior 3D-modeller | Nov 2013-Mar 2014

- Largest online jewellery company, where my process starts with market analysis and customer feedback about design trends, comfort, & quality. This hand sketch design feeds into a 3D object design for manufacturing pipeline.
- Also handled 3D object rendering, which is the conversion of 3D models into HDR Image with post processing for online sales platform.

SKILLS

Intellectual

Ideation
Conceptualization
Storytelling
Problem solving
Mentoring
Design thought leadership
Balancing business and user goals

Methods

HMW method, Facilitating user research, Competitor Analysis, User Survey & User testing, Psychological observation, Affinity map, Heuristic evaluation
A/B testing, Measuring metrics

Design

Interaction design, Information design, User-centered research, Product conceptualisation, Information Architecture
Wireframe, Visual design, Prototyping

TOOLS

Adobe creative suit
3dsmax, Maya, cinema 4d, Keyshot
Sketch, Protopie, Invision, Figma,

ACADEMICS

B.E in Computer science
Diplomo in VFX