

MJ VINAY KUMAR

User Experience Designer | 8+ yrs. of exp.

PGDPD in Information & Interface Design

(2011) National Institute of Design.

Bachelor of Engineering in Electrical & Electronics

(2007) Osmania University.

Hyderabad, India.



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EXPERIENCE IN

Customer service applications
Financial & enterprise applications
Web & mobile applications
Consumer electronics & gaming
Content admin portal design
Sale & marketing applications

COMPETENCIES

User centric design
UX research
UX journey maps
Information design
Interface design
Interaction design
Content strategy
Prototyping
Visual design
Usability studies

TOOLS & METHODS

Sketch, Invision
Adobe creative suite
MS Office, Quip
Contextual inquiry,
Interviews, Focus groups
Ethnographic study
Think aloud, Card sorting

ACHIEVEMENTS

Design patent for Snakes & Ladders
3D game design at NID.
Creative Head - Kriti Art workshop &
exhibitions Vasavi College of Engineering
& ICCR gallery (2005-2007).

INTERNSHIPS

Oracle India Pvt Ltd (8 months) Supply chain
management flow design on Fusion platform.
Robert BOSCH India (3 months) Infotainment
system design for low priced vehicles in India.

AMAZON | UX Designer - 4 yrs.1 month

- Improved customer experience for *Amazon D2AS* customer service applications - which resulted in reduction of customer complaints by 2% of 1.6M contacts annually.
- Reduced turn-around time by 4 minutes of customer support agents to search and retrieve information about customer issues.
- Redesigned vendor payment dashboard UX within their existing framework (AUI). Improved the usability scores.

INSIDEVIEW | UX Designer & researcher - 2 yrs.1 month

- Designed Unified admin portal interface for *Insideview Sales, Marketing, Content management and API products*. Improved information architecture and usability of existing applications.
- Redesign & implementation of new interface for marketing products, *Target* - prospect list builder and *Refresh* - Clean Data Improved site visits and customer conversion rate by 6% for that quarter.

ELECTRONIC ARTS | UX Designer - 7 months

- Improved usability, interaction design of mobile games - *Monopoly Bingo, Tetris Blitz*. Increased player engagement, retention rate and daily active users by 3%.
- Redesigned information, interface and interactions of existing games on mobile platform (*iOS & android*) for better game monetization.
- UX mentored game designers, 3D and 2D concept artists to nurture user centric design process to enhance their deliverable quality.

LOGITECH | UX Designer - 1 yr.9 months

- Collaborate with global UX, product and tech teams to drive UX vision, design & implementation of mobile setup experience for hub remotes - *Harmony Touch, Smart Control and Smart Keyboard*. Improved customer engagement, received better product reviews and 4+ star ratings on retail website and stores.
- Redesigned setup with remote testing step, which significantly improved the NPS scores from 4 to 7. Increased successful remote setup rate for all legacy Harmony universal remotes on myharmony.com web and mobile platform.

NTT DATA | UX Designer - 1 yr.9 months

- Designed e-learning applications, guided tutorials for SAP ERP applications. Visual designer, UI developer for internal, external client applications on Java and Microsoft.Net platform.