

Cibi Kulandaisamy

Digital Product Designer

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Portfolio <http://www.cibittos.com>

Product designer with **9 years** experience in designing *user-friendly* applications for **desktop web, mobile devices and wearables**, in **advertising technology, software development and business process consulting** domains. Uses **design skills and system engineering** methods to create unique value propositions.

Education

2003 - 2007

IIT Kharagpur, India

Bachelor of Technology - Industrial Engineering

2010 - 2012

BITS Pilani, India

Master of Science - Consultancy Management

Skills & Knowledge

Creative

Concept Sketching, Wireframing, Interactive Prototyping, UI Animations, Multi-device UI Design, Graphic Design, Data visualization, Logo & Icon Design, Content Writing

Design Software

Adobe CC (Photoshop, Edge Animate, Illustrator, After Effects, Muse, Edge Inspect), Balsamiq, Invision/Marvel

Programming

HTML5, CSS3 (& SaSS), JavaScript (& jQuery), D3.js, Bootstrap & Foundation, Python (& Django)

Design Process

UX Strategy, User Research & Persona Crafting, Experience Mapping, User Stories & Journeys, Information Architecture, Interaction Design, Usability Studies, Human-Computer Interactions

Business

Problem Identification & Solving, Value Analysis, Six Sigma Tools, Statistics, Financial Analysis, Competitor Research

Certifications

Lean Six Sigma - Black Belt, ISO TS 16949 Internal Auditor

Key Products

Adadyn

Desktop Web Application
An end-to-end retargeting advertising-technology SaaS **platform** for mid-market advertisers.

Bugsy

Android Smartphone Application
A mobile based UX issue assistant for JIRA to capture and report static and dynamic bugs.

Continued..

AdPulse

Apple Watch Application

A business performance indicator for ad-ops CxOs right on their Apple Watch.

Providanz

Desktop Web Application

A browser-based video analyzer for operations analysts to analyze and/or design systems.

Work Experience

Apr '15 - present

Senior UX Designer

Adadyn Technologies Pvt Ltd, Bangalore

Lead the cross-functional redesign team and spearheaded the process for the flagship **ad-tech SaaS product**, *Adadyn*, right from framing the **UX strategy** to carrying out post-deployment **usability studies**.

Designed **high fidelity interactive prototypes** for various technological collaboration prospects, to be presented to diverse stakeholders.

Jul '14 - Mar '15

UX Designer

Adadyn Technologies Pvt Ltd, Bangalore

Lead the design team in designing the **proof-of-concept** version of Adadyn, the flagship product of the company.

Designed the **interactive studio** for creating dynamic banners and developed using jQuery UI.

Created high-quality **illustrations, infographics** and **visual assets** for branding and marketing activities.

Designed and developed the **corporate website** of the company.

May '12 - Jun '14

Product Developer & Co-Founder

Shori Consulting Services Pvt Ltd, Chennai

Designed and developed *Providanz*, a desktop **browser-based SaaS application** for designing and analyzing business system operations.

Designed, developed content and deployed the first issue of *The Shori Supplement*, the **company magazine**.

Dec '08 - Apr '12

Founder & Senior Analyst

Sembiyan Consultancy Pvt Ltd, Chennai

Helped many companies in diverse industries with understanding the problems in their business system operations and helped them solving the same effectively.

Developed usable **Office applications** to assist managers make business operations decisions.

Jul '07 - Nov '08

Executive Analyst

Adhunik Metaliks Ltd, Kolkata

Conducted many complex **human-machine interaction studies** to improve process **usability** and **performance**.

Developed an **application** to provides **sales performance intelligence** across the country, by sanitizing & analyzing data from multiple data sources.

Developed a **steelmaking scheduling application** that automatically generates steel production sequences to maintain a balance between productivity, cost, and variants.
