

Parthiban Venkatachalam | UX Leadership

Chennai, India | +91 - 97877 84847 | vpinbox@gmail.com | <https://parsign.in>

Summary

Highly accomplished and results-oriented UX leader with 18+ years of experience driving user-centered design strategies for Airlines and Energy management & Industry automation. Proven ability to build and mentor high-performing UX teams, collaborate with cross-functional stakeholders, and deliver innovative solutions that enhance user engagement, satisfaction, and business outcomes. Passionate about advocating for user needs and leveraging data-driven insights to inform design decisions. Expertise in all aspects of the UX design process, from user research and ideation to prototyping, testing, and implementation.

Work

Associate Usability Consultant

Mphasis | Chennai, France, Spain | **Mar 2017 – Present**

- Led and mentored a team of 7 UX designers, researchers, and content strategists, fostering a collaborative and high-performing environment.
- Developed and implemented the overall UX strategy for Energy management & Industry automation customer, resulting in a 15% increase in user adoption.
- Collaborated closely with product management, engineering, and marketing teams to define product roadmaps and prioritize user-centered features.
- Managed UX budgets and resources effectively, optimizing for maximum impact and ROI
- Successfully streamlined the design process, improved quality, and driven strategic business transformations for clients in the airlines sectors.
- Conducted comprehensive user research for my clients, which includes interviews, surveys, and usability testing. By gathering valuable insights from users, I have been able to shape design decisions, identify pain points, and ultimately enhance the overall customer experience.
- Created user personas, user flows, wireframes, and interactive prototypes for a wide range of projects, including client engagements, Request for Proposals (RFPs), and internal initiatives.
- Conducted and participated in design thinking workshops for clients and internal projects. During these workshops, I facilitate brainstorming sessions, encourage creativity, and guide participants through the different stages of the design thinking process, such as empathizing with users,

Parthiban Venkatachalam | UX Leadership

Chennai, India | +91 - 97877 84847 | vpinbox@gmail.com | <https://parsign.in>

defining problem statements, ideating potential solutions, prototyping, and testing.

- Actively contributed to numerous successful RFPs, showcasing my expertise in proposing innovative solutions and budgeting.
- Led the seamless transition of design files from Sketch to Figma, ensuring a smooth migration process and optimizing collaboration and productivity within the team. Streamlined the Figma files to enhance design workflows and facilitate efficient design iterations.
- Revitalized design system for clients, implementing standardized guidelines for consistent user experiences and streamlined feature launches.
- Fostered robust professional relationships and strategic partnerships with client leadership and stakeholders, maintaining alignment with the organization's strategic plan.

UX Consultant

Freelancer | Chennai, Bangalore, USA | [Jun 2011 – Feb 2017](#)

- **Familybirdz** : I was involved in the creation of the Familybirdz app, a social networking platform designed specifically for families. My role encompassed conducting user research, analyzing the findings to make informed design decisions, developing wireframes and prototypes, and overseeing the management of design documentation.
- **M2M Innovations** : Fortunate to be Involved in the development of the Machine to Machine (M2M) cloud-based SaaS application. My main focus revolved around crafting user experiences for the logged-in features of two distinct products within the application: "Yellow bus - School transport management system" and "Where is bus - Long distance bus tracking system". Additionally, I took the initiative to create a comprehensive design system that ensured a seamless and consistent experience across all products within the application.
- **HDFC Bank**: I had the opportunity to design a one-page online assessment platform for recruiting sales officers. As part of the design process, I conducted extensive user research, which included heuristic evaluation, competitor analysis, and user testing. This thorough approach ensured that

Parthiban Venkatachalam | UX Leadership

Chennai, India | +91 - 97877 84847 | vpinbox@gmail.com | <https://parsign.in>

the platform catered to the needs and preferences of both the recruiters and the candidates.

- **Ivalua** : I actively participated in the development of training videos for the Ivalua Academy, focusing specifically on their procurement software. Throughout this project, I had the incredible opportunity to collaborate with the team in Redwood City, California, USA. I travelled there to receive training on their processes and then completed the assigned tasks remotely from India.

Analyst

Goldman Sachs | Bangalore | [Sep 2007 – Mar 2009](#)

- Created a user-friendly timeline using flash interaction to showcase the rich heritage of Goldman Sachs and Goldman Sachs Asset Management legacies.
- Designed business presentations to ensure all materials shared with customers comply with brand guidelines.
- Developed unique templates for sharing monthly and quarterly updates with asset management customers.

Graphic Designer

ING Vysya Bank | Bangalore | [Jan 2005 – Aug 2007](#)

- Led the design of an intranet portal for the Competence Development Centre, facilitating easy access to resources and information.
- Contributed to the development of an e-learning course for the Competence Development Centre, enhancing learning opportunities for employees.
- Played an active role in the design of internal magazines, contributing to the creation of two monthly and one fortnightly publications for the Training Division.

External Consultant

Pentasoftware Technologies | Bangalore | [Oct 2004 – Dec 2004](#)

- Engaged in instructing media students on the usage of Maya software for their creative projects.

Parthiban Venkatachalam | UX Leadership

Chennai, India | +91 - 97877 84847 | vpinbox@gmail.com | <https://parsign.in>

Graphic Designer

Mathrushree Visual Communication | Hyderabad | Jan 2003 – Nov 2003

- Designed and developed an interactive presentation for CARE Organization
- Played a pivotal role in the design and animation of the logo for Sri Entertainments

Education

Masters in Visual Communication

SRM University, Chennai

2009 - 2011

Enterprise Design Thinking practitioner

IBM



Design Thinking Program

Indian Institute of Bangalore (IIMB)

2019

UX Design for Web & Mobile

Mobignosis

2004

Tools

- Figma
- Miro
- Sketch
- Axure RP
- Adobe Creative Suite