

RUSHIKESH SUBHEDAR

Human Experience Designer

CONTACT

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Online Portfolio:

<http://www.rushikeshsubhedar.com/>

EDUCATION

**Master's in Information Technology,
Human Centered Design** –University of
North Carolina University, Charlotte, NC,
USA

**Bachelor of Engineering in Information
Technology** – North Maharashtra
University, India

Certified Usability Analyst (CUA™) –
Human Factors Internationals

SKILLS

- Digital experience strategy
- User research
- Persona creation
- Customer journey mapping
- Information architecture
- Interaction design & wireframing
- Usability testing
- Conversational experience design

DESIGN TOOLS

- Figma
- Adobe XD
- Axure RP
- Balsamiq Mockups
- Sketch
- Invision Studio
- Adobe Creative Cloud

I deliver value through intuitive and visually pleasing digital experiences that include creating products that offer a delightful and positive human experience and also support key business drivers and organizational goals.

SUMMARY

More than 17 years of experience as a user experience designer, experience design specialist, and interaction designer.

Delivering usable and desirable solutions while leveraging Omni-channel strategies, customer journey experiences, contextual design, customer insights, agile design, and MVP approaches.

User-centered design engagements are successfully delivered within airlines & hospitality, financial banking & services, insurance, agriculture, healthcare, life science, e-commerce, etc., domains.

WORK EXPERIENCE

◆ **Sr. Interaction Designer – User Experience**

Electrolux Home Appliances– November 2021 - Present

As a senior interaction designer, I am responsible for positively impacting people's everyday lives by creating meaningful human-centric experiences for Electrolux Home Appliances. I primarily contribute to North America and Europe's food preparation and dish care experience.

◆ **Sr. Consultant – Human Experience Design**

Infosys – August 2010 - November 2021

Contributed as a human experience designer for one of the diverse and global digital experience consulting studios. Executing and delivering various digital experience assignments with digital experience strategy, MVP-based design approaches for fortune 500 companies.

◆ **Product Designer**

Allscripts Formerly Eclipsys Corp | January 2009 – July 2010

Worked as a product designer for North American leading healthcare revenue-cycle management product that offers unique administrative and financial management solutions that apply a fully integrated, end-to-end approach to improve operational efficiencies and optimize the organization's revenue cycle.

◆ **Usability Engineer**

Persistent Limited | June 2007 – January 2009

Primarily contributed to various life science applications precisely planned for Cancer Research Bioinformatics Grid- caBIG™. Contributed as a usability engineer concerning requirement analysis, information architecture, navigation patterns, interaction design, and wireframing activities with user experience focus.

◆ **UX Consultant**

Independent | July 2006 – June 2007

Conceptualized, designed, and executed a complete end-to-end design & development life cycle for the E-commerce-based personalized gift portal. Also, conducted a heuristic evaluation for the world's leading printer manufacture and successfully delivered effective recommendations.

◆ **Senior Associate - Usability**

Pennywise Software solutions | March 2006 – June 2006

In the capacity of senior associate usability analyst, created design awareness, the institutionalization of usability within the organization. Also, I conceptualized and contributed to the unique neighborhood web portal.

◆ **Associate Usability Analyst**

Pure Information Technology | March 2005 – March 2006

Started usability career as an associate usability analyst. Participated and contributed to actual UI evaluations and usability testing for the world's leading mobile manufacturing company and conducted heuristic usability evaluations, usability indexing, accessibility auditing for various e-commerce sites, and web-based applications.

Thank you.