Bobin Thomas

UX / UI & Product Design Specialist

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Summary

- **13 years of UI/UX design experience**, with a focus on **product design over the last 5 years**. Comprehensive experience in the field of design, with a specific focus on UI/UX Design and Development **across diverse industries, including retail, finance, hospitality, and healthcare**

- Specialization in **Information Architecture, Interaction Design, Creative Solutions, and User Research**, driving impactful enhancements across **eCommerce, web, mobile, and enterprise platforms**.

- Proven track record of collaborating closely with UX leadership to align business objectives and engineering priorities, facilitating the evaluation of project success criteria and the **creation of efficient roadmaps, including the implementation of design systems.**

- **Strong advocate for and mentor of UX best practices**, fostering a culture of innovation and excellence within cross-functional teams.

- Expert in evaluating **design methodologies**, technical solutions, and tradeoffs to provide informed recommendations to stakeholders and UX leadership. Skilled in proposing experiments and **iterative design plans to drive continuous improvement**, with advanced knowledge of Web, Android, and iOS development tools.

Work Experience

3i Infotech / Sr. Technical Manager UI/UX

AUGUST 2017 - SEPTEMBER 2023 BANGALORE , INDIA

Working directly with Stakeholders, PMs, BA's, and Development Teams Gathering Business Requirements.

UX Requirements Gathering: Use Cases, User Stories, Personas, Navigation Mapping, Page Flow, Design Patterns, Branding Standards, Wireframes, Mock-ups, and Functional Prototypes.

Translating Business Requirements into User-friendly Interfaces, Standardize UI Framework and UX Across Devices, Design Interface and Translate Mock-ups into Deliverables.

Perform product management responsibilities, such as monitoring against agreed goals and benchmarks, identifying, scoping, and finding implementation paths for needed enhancements, and creating remediation plans when needed.

Practicing and Using Agile Methodology.

Managing Workload, Deliverable and Agile Dependent Tasks, Conduct pre-release reviews which could include regression testing and QA to certify the release as production-ready.

Major Clients Including- DMCC, EnSpace, RTI, Dubai Opera, Emmar Group, Dubai Police, Dubai Municipality, Future Generali, Punjab National Bank, Govt.of India eGov Project Etc.

Skills

Design:
Design Research
Design Strategy
User Interface
Web Design
Service Design
User flows
Scenario Design
System Design
Style guides & pattern library

Prototyping:
Rapid prototyping using XD, Figma
PPT, Keynote & Invision
Interactive flow with
HTML/ CSS/ JS

Research:
Data analysis
Task analysis & persona hypothesis
A/B Testing & Experiment

Collaboration:
Creative Problem Solver
Self Starter
Detail oriented
Flexible
Communicative

Work Experience

iTriangle Infotech Pvt. Ltd. / Lead UX Design
AUGUST 2016 - AUGUST 2017 BANGALORE , INDIA

To work with product management to create and develop mock-ups to establish user interface direction and innovation.

To propose design styles that are informed by current trends in graphical design, but are not restricted to them.

Design, creation, and implementation of high-quality pixel-accurate 2D graphics. Actively contribute to product Brainstorming, User research, Interaction design, and Visual design sessions.

Support UX Design for products, which caters to User Goals by proposing new Interactions and User Flows.

Propose Low-fidelity and High-fidelity wireframes based on Project Requirements. Collaboration with the wider project team to develop and sustain visual consistency across branded product ranges.

Working closely with UI programmers to ensure correct functionality and visual fidelity.
Support product management in working out detailed specifications.

To produce and maintain accurate supporting documentation and be familiar with the appropriate software development tools, keeping up to date with technology advances in areas related to the market and the software arena. To use innovative techniques to give products the edge over their competitors

Phenomtec Solutions Pvt. Ltd. / UI Architect
SEPTEMBER 2011 - AUGUST 2016 KOCHI , INDIA

Work directly with Stakeholders, PM's for Gathering Business Requirements

UX Requirements Gathering: Use Cases, User Stories, Personas, Navigation Mapping, Page Flow, Design Patterns, Branding Standards, Wireframes, Mock-ups and Functional Prototypes

Translate Business Requirements into User-friendly Interfaces

Standardize UI Framework and UX Across Devices

Design Interface and Translate Mock-ups into Deliverables

Practice and Use Agile Methodology

Manage Workload, Deliverable and Agile Dependent Tasks

Defining and Executing SEO/SEM/SMM strategies

Skills

Softwares:
Adobe XD
Figma
Photoshop
Illustrator
InDesign
Sketch
Keynote
Microsoft Office

Programming:
HTML
CSS
LESS
JS

Work Experience

Symphony Services / Sr. Interaction Designer
MARCH 2008 - SEPTEMBER 2011 BANGALORE , INDIA

Involved in Design, Development of User Interfaces for Various Internet Applications for Orbitz, An industry leader in travel and tourism. Involved many of their game changing plans .

Involved in Requirement gathering, Usability Analysis, User Testing, Prototyping, Wireframes development, Use case development, and Heuristic Analysis etc.

Involved in Requirement gathering, Usability Analysis, Wireframes, Usability design for Clients include Bigbelly, BlueArc etc .

Involved in many of Symphony's internal assignments

Thoughtcell Infotech / Graphic Artist / Web Developer
APRIL 2005 - MARCH 2008 BANGALORE , INDIA

Creating and implementing visual designs, print and intranet projects, through web based presentations, sites and systems.

Ensuring that sites and new projects are technically sound as well as updating the usability and functionality of existing systems.

Design of interfaces using Dreamweaver MX, Photoshop, Image Ready, Fireworks, Illustrator and Integration of designs into HTML, DHTML, CSS, and desktop publishing formats.

Quantasoft Technologies / Graphic Artist / E-learning
AUGUST 2003 - APRIL 2008 BANGALORE , INDIA

Making web based learning project's flash versions, implementing visual designs, through web based presentations, sites and systems.

Ensuring that sites and new projects are technically sound as well as updating the usability and functionality of existing systems.

Design of interfaces using Dreamweaver MX, Photoshop, Image Ready, Fireworks, Illustrator and Freehand.

Integration of designs into HTML, DHTML, CSS, and desktop publishing formats.

Certifications

Google UX Design Certificate - Ongoing

Education

Bsc. Computer Science - Bangalore University 2002 (Not Completed)

Languages

English
Hindi
Kannada
Malayalam
Tamil