

# Lalit Choudhary

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

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Creative professional with 12+ years of extensive experience in **Web Designing / User Experience Design / UI/UX Designing / Web Application, Mobile Website Design & Development.**

User Experience Strategist and Design professionals of experience in applied Human Factors, Usability Engineering and User Interface Design. Successfully led and directed projects including product ideation, usability evaluation reports, user interface structures, and usability testing for the portals and websites. At present, working as a **UI/UX Manager at the HeadHonchos.com** (ABC Consultants).

## SPECIALITIES

- Thought-leadership to clients and project teams on user experience strategy
- In-depth user research to understand user behavior patterns, requirements, gap analysis
- Wireframes and flowcharts for the product requirement.
- Problem solving abilities and an intuitive capability to review designs from a user perspective
- Conduct usability tests on users across multiple countries to develop cross-cultural design solutions
- Pre-sales, Sales, Client Relationship, Global business development.
- Translate business objectives in to specific requirement.
- Holistic approach to design, customer journey mapping and manage multi-channel Customer Experience.
- Adept at managing multiple projects and project teams while producing top-notch deliverables.
- Ability to quickly grasp and balance the underlying business issues, user requirements, and technical constraints to create a future vision and practical UI solutions
- Experience in working closely with various teams to provide clear and concise guidance

## TECHNICAL SKILLS

- Operating Systems: Dos, Windows, Linux, Apple
- Languages: HTML, DHTML, XHTML, XML, AJAX, CSS, JavaScript
- Turbo C, C++, Visual Basic, SQL.
- CMS Tool: Joomla, Drupal, WordPress, PHP-Nuke, PHP Slash
- Applications: Dream Weaver, Front Page, Flash, Visio, Swish, Fireworks, GIMP, Net Beans, TortoiseSVN, Smart Draw, Ms-Office, MS Access, Microsoft Project, Page Maker, Corel Draw, Photoshop, AutocadR12, Axure.

## Work Experience

UI/UX Manager with [HeadHonchos.com](http://HeadHonchos.com) (A part of ABC Consultants), New Delhi, India (Dec'2010 Till Date)

- Responsible for the complete User Experience and design of a new Job Website Portal (HeadHonchos.com, learning.headhonchos.com).
- The core areas pertain to Designing Prototypes, Wireframe, Mobile Website, Applications, Usability Analysis, and conversion of prototypes to highly optimized HTML's.
- Worked at a strategic level defining long-term vision goals for their products.

- Defined framework and UI guidelines for consistent UX across products/platforms.
- Sensitized and trained developers on usability and its importance enabling them to handle smaller changes at their level comfortably thereby reducing turnaround time.
- Worked at an individual contributor level participating in UX activities throughout entire product development lifecycle.
- Hand-coded HTML5/CSS3, JQuery, JavaScript, Marketing newsletters
- Cross-browser CSS compatibility, progressive enhancement, accessibility and usability
- Interacting with the business, technology and Product team to gather the requirements.
- Developing the User Interface screens based on the functional requirements and the corporate brand image
- Responsible from the starting till final execution of the modules.

Snr. UI/UX Designer with [Lime Labs India Pvt. Ltd.](#), Noida, India (March'2009- Dec. 2010)

- UI Designer specializing in hand-coded HTML/CSS, cross-browser CSS compatibility, progressive enhancement, accessibility and usability and W3c related issues.
- Designing interfaces and develop web template for main corporate site, marketing newsletters
- Effective design work for marketing email campaigns, ensuring consistent display across popular email clients, including Outlook, Hotmail, Yahoo, Gmail etc
- Striking design banner advertisements appearing in various website through Add sense.
- Interacting with the business, technology and usability team to gather the requirements
- Developing the User Interface screens based on the functional requirements and the corporate brand image
- Responsible from the starting till final execution of the modules.

Team Lead/ Website Designer with [Infopro India Pvt. Ltd.](#), Noida, India (Feb'2007- Feb'2009)

- Handling a team of 8 people. They are Designers and HTML Developers.
- Designing interfaces and develop web template for main corporate site.
- Designing the Website Template for RiaEnjolie Website and Integrating the HTML template into Dot Net frame.
- Coordinating with team member for day to day work.
- Attending client calls, gathering requirements, provide the estimate of effort require completing a unit of design task to ensure the completion of job within timeframe.
- Conducting Quality Check of Website Template, XHTML and CSS.
- Conducting Training for XHTML 1.0, CSS 2.0, W3c, Usability & Accessibility.
- Handling usability, accessibility and W3c related issues.
- Interacting with Developer for UI, HTML, CSS, Cross browser Compatibility.
- Responsible from the starting till final execution of the modules.

Team Lead/ Web Designer with [Vondra Technology Pvt. Ltd.](#), New Delhi, India (Feb'2006–Jan'2007)

Webmaster / Web Designer with [Planman Consulting](#) (IIPM), New Delhi, India (Dec. 2004–Feb. 2006)

Web Designer / SEO Executive with [Olive E-Business Pvt. Ltd.](#), New Delhi (May'2001–Nov'2004)

Some Projects

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| • <a href="http://www.headhonchos.com">www.headhonchos.com</a>           | • <a href="http://www.apctcircuits.com">www.apctcircuits.com</a>             |
| • <a href="http://www.sjlawyer.net">www.sjlawyer.net</a>                 | • <a href="http://www.gillgroup.com">www.gillgroup.com</a>                   |
| • <a href="http://www.ballisticdomains.com">www.ballisticdomains.com</a> | • <a href="http://www.cybervaultservices.com">www.cybervaultservices.com</a> |

- [www.gibsonfarmsinc.com](http://www.gibsonfarmsinc.com)
- [www.firequick.com](http://www.firequick.com)
- [www.cedarforestproducts.com](http://www.cedarforestproducts.com)
- [www.jeugdrecreatieavontuur.nl](http://www.jeugdrecreatieavontuur.nl)
- [www.raisingriley.com](http://www.raisingriley.com)
- [www.norfolkseafishing.co.uk](http://www.norfolkseafishing.co.uk)
- [www.petermasonassociates.co.uk](http://www.petermasonassociates.co.uk)
- [www.kencocoffeeverendingmachines.co.uk](http://www.kencocoffeeverendingmachines.co.uk)
- [www.spackmananalytic.com](http://www.spackmananalytic.com)
- [www.maxon.com](http://www.maxon.com)
- [www.limedomains.com](http://www.limedomains.com)
- [www.limeexchange.com](http://www.limeexchange.com)
- [www.eikontech.net](http://www.eikontech.net)
- [www.kencovending.co.uk](http://www.kencovending.co.uk)
- [www.unicable.com](http://www.unicable.com)

#### **Certifications:**

- User-Centered Analysis and Conceptual Design (May 2009. Human Factors International, Gurgaon, India)
- Pursuing PMP from PMI

#### **Education:**

- DISM from APTECH in 1997.
- ADIM from Arena Multimedia Patel Nagar, New Delhi in 1999.
- Completed 'O' Level from DOEACC, New Delhi in 2007
- CIC from IGNOU New Delhi in 2002
- B.A. from Magadh University in 2001.

#### **Special Interests**

Reading, Traveling, Updating self about the newer technologies/trends, I like to know about different cultures and values.

#### **PERSONAL DETAILS**

Date of Birth : 2nd March, 1978.  
 Residential Address : Flat No-035, 2A Tower, Princeton Estate DLF Phase V, Gurgaon, Haryana (122002)