

Lalit Choudhary

UX Manager | UX Designer | Product Designer | Usability Consultant

+91-9911135286, 9398982885

choudhary.lalit@gmail.com

http://www.lalitchoudhary.com

linkedin.com/in/lalitchoudhary1978

EXPERIENCE

Independent UX Consultant

Freelance UX Design Consultant

Apr. 2018 - Ongoing | Hyderabad, Telangana

Working with startups & service based organisation at different stages to shape their product UX vision, Translateing concepts into user flows, wireframes, mockups and prototypes to optimized for a wide range of devices and interface, that lead to intuitive user experiences.

Facilitate the client's product vision by researching, conceiving, sketching, prototyping and user-testing experiences for digital products. Conducting competitor and customer analysis, Usability testing for the products.

UX Manager

raksan Consulting Pvt. Ltd.

May 2016 - Mar 2018 | Hyderabad, Telangana

Responsible for the UX Delivery & Usability practice across the multiple business products of the company. Setup process for user-centric design & development of products including Mobile, Tablets, Website Application.

Leading a team of UX Designers. Working as a bridge between the Product, Marketing, UX/UI Design team, Dev team & QA team. I am involved in design strategy of all the products to create the best experience for the end user with positive impact on the business growth through customer-focused strategy. Identified user needs and business requirements and communicated design deliverable, such as specifications wire-frames, mock-ups.

UX Architect

HCL Technologies Ltd.

March 2015 - Dec. 2015 | Noida, UP

Responsible for all UX related activities like RFP, Estimation, POC Development, Project Planning, Information Architecture, User Research, Contextual Inquiry, Wireframe, Prototype Creation. Coordinate with clients to understand their business models & goals and leads defining client requirement, business requirements, content, features and also analysis & understanding technical / functional specifications.

General Manager UX/UI

HeadHonchos.com (ABC Consultant)

Dec. 2010 - Nov 2014 | New Delhi

Senior UX Designer

LimeLabs India Pvt. Ltd.

March 2009 - Dec. 2010 | Noida, UP

Senior Website Designer

Infopro Worldwide Pvt. Ltd.

Feb. 2007 - March 2009 | Noida, UP

Webmaster/Website Designer

Planman Consulting Pvt. Ltd.

March 2005 - Feb. 2007 | New Delhi

Website Designer

Olive e-Business Pvt. Ltd.

April 2004 - March 2005 | New Delhi

EDUCATION

Bachelor in Computer Application (BCA) From Chhatrapati Shahu Ji Maharaj University

April 1998 - Sep. 2001 | Kanpur, UP

12th Intermediate of Science (ISC) - Bihar Intermediate Education Council, Patna

March 1994 - July 1996 | Purnia, Bihar

Participated in Certified Usability Analyst Training (CUA) - Human Factors International

Feb 2018 | Hyderabad

Core Programme in User Experience Design - Design Incubator

User-Centered Analysis and Conceptual Design - Human Factors International t

Certificate in Computing (CIC) IGNOU

Advanced Diploma in Multimedia (ADIM) Arena Multimedia

Diploma in Information Systems Management (DISM) APTECH Limited

SKILLS

I am a passionate User Experience Designer having about 8+ years of experience in the field of User Experience Design and 7+ years into UI design. I specialize in all UX disciplines and help companies define the experience of products and services that meet user goals and business objectives.

Applying design thinking to deliver end-to-end user experience solutions with a focus on user needs and business goals.

Responsible for delivering all aspects of design, from defining customer needs to delivering concepts and prototypes to UI specifications for development.

UX Design Skills

- User-Centered Design
- Interviews & Surveys
- Information Architecture
- Contextual Inquiry
- Persona & Scenarios
- Wireframes & Prototypes
- Usability Testing
- A/B Testing
- Cognitive Walkthrough
- Heuristic Evaluation

Research

- Qualtrics
- SurveyMoney
- UserTesting.com

Design & Prototype Tools

- Adobe Illustrator/Photoshop/
- Adobe XD/InDesign
- Balsamiq, Sketch, Axure, InVision

UI Tools

- HTML5, CSS3,
- Bootstrap, Google Material Design

Teamwork

- Agile
- JIRA
- Github
- Trello

Language

- English
- Hindi