Kishore Pynadath

kishore.pynadath@gmail.com
408 507 1599
Sunnyvale, CA

www.kishorepynadath.com

Key Skills User Experience Design, Design Thinking Methodologies, Data Visualization and Dashboard Design.
Wire-framing, Hi Fi HTML Prototypes, Axure, Sketch, Adobe Photoshop, Illustrator, Wordpress, HTML / CSS

Industries Fin-Tech (4+ yrs), Healthcare & Life sciences (1.5+ yrs), IoT and Industrial Intelligence (SAP - Fiori Design): (3+ yrs)

PayPal

UX Designer
May 2019 - Present (FTE)
Sept 2018 - May 2019 (Contracted via ZedVentures)

1. FUSE - Financial Reconciliation and Accounting Tool

An Internal Web based application for reconciling daily Financial Transactions and Creating Journal Entries into the Sub ledger.

Requirement Gathering and End user Validation

- Interviewed Business users to understand the current process flow.
- Liaised between multiple User Groups to iron out the Process Flows and Inflection points where the Flows overlapped.
- Implementing and validating deliverables between the Business and Development Teams.

User Experience Design

- Wireframes and HTML Clickthrough Mock Ups
- Created reusable UI components that could be used across the application and in other applications.

Process Flow Design

- Analysis of the Reconciliation and Journal Entry activities, to stream line the process flows.
- The FUSE application is designed for data fidelity and air tight approval flows.
- Different stakeholders can
    a) View and Track the approval requests
    b) Complete the request and approval flows without hierarchal bottle necks
    c) Review and track approval requests instantly.
- Create and maintain Views such that they can quickly jump into their daily tasks, analyze transactions and Match / Split / Write-off line items easily.

2. WATCH - Financial Health Monitoring and Report Subscription Application

Watch is used by key Accounting and Financial users within PayPal to monitor Key Data Metrics such as nTPV, Transaction Count, Revenue etc. Users can also generate Financial Reports on the fly and subscribe to Daily Recurring Reports.

Requirement Gathering

- Interacted with Representative users from PayPal Business teams to understand the Key metrics that needs to be visualized.
- Understand the secondary and tertiary parameters that would maximize value and provide the most relevant insights form the Data.
- Understand the reporting needs and provide users with Canned Reports as well as a universal Report/Query builder

Data Visualization

- Several iteration of design and validation with users regarding the design of the Data Visualization to derive maximum information.
- Prioritized and Visualized a wide array of Key Data points.
- Implemented the Designed visualizations using HighCharts libraries.

Trunkitmusic.com, Remote

UX Designer (Freelance)
Feb 2018 - Sept 2018

- Trunkit music launched as a platform for the Indie Music Audiences to discover new and fresh music on the go, as well as the artists to showcase and broadcast new music.
- User research to arrive at Personas, User Journeys, Goals and Pain Points to create an effective User experience for the Indie music audiences and artists.
- Create hi fidelity HTML prototypes which were consumed by the UI developers to create the Desktop and Mobile Website. Followed a mobile first approach which flowed seamlessly into native Android and iPhone applications

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SAP Labs, Bangalore

UX Design Specialist
Sept 2015 - Feb 2018

- Was an experience designer for the Asset Intelligence Network suite of applications. Catering primarily to Factory floor maintenance and Industrial Intelligence.
- Conducted and participated in Design Thinking workshops with clients, users and key stakeholders to flesh out and refine processes user journeys for Plant Maintenance use-cases.
- Conceptualized and Designed the Grouping application for Criticality Assessment, Fleet Management / Analytics, Handover & Commissioning and other use-cases.
- Designed and deployed Topology feature for the Systems Application using D3 charts, to visually represent large Industrial Communications Systems.
- Won Bernd Leukert’s Innovation award for the Tables to Cards Concept in 2016 and presented it at SAP TechEd at Vegas 2016

Cognizant Technologies, Pune
Biz. Analyst / UX Consultant
May 2014 - Aug 2015

- Worked with the Cognizant Interactive team, providing Digital Production and Digital Experience Solutions for clients from Retail, Media & Entertainment, BFSI, Health Care and Life Science Industries.
- Created design proposals with indicative project plans and design approach for Web and mobile applications. Created Hi-Fidelity Indicative mockups for the Design Proposals as well.
- Created cost and effort estimates in agile format for the design and front end development stages.

Infosys Technologies Limited, Mangalore
Biz. Analyst / UX Consultant
Jun 2010 - Jun 2012

- Was trained in C++, Java, HTML/CSS and worked as an Interaction / Visual Designer with the Finacle Mobile Banking Team
- Developed custom branded Banking application POCs for various banking clients.
- Designed two mobile banking projects, which are currently live on the App Store (Punjab National Bank and Al Hilal - Dubai)

Skills

UX Design
- Proficient in Design Thinking and User Centered Design methodologies.
- UI and Experience design for Web and Handheld Devices. Detailing the user personas, user journeys and creating wireframes.
- Proficient at Axure, Photoshop, Illustrator, Wordpress, HTML/CSS
- Knows Sketch, InVision, C++, Java, SQL

UX Consultant
- Preparing and pitching Solution offerings
- Coordinating with client and development stakeholders during project implementation.
- UX Consulting, Effort estimations, Identifying and preparing optimum solutions in Front end design / development for clients from various industries.
- Proficiency in MS Word, PowerPoint & Excel

Graphics Design
- Creating Mockups, Digital Communications, Campaign Collateral, Digital Art.

Education

MICA (Mudra Institute of Communications Ahmedabad)
MBA, Brand Management
2012 – 2014

First Position, 'LEGALIZE 4.0', International Marketing Competition, XLRI, 2013
A surrogate marketing competition where the team had to launch a TVC and social media campaigns for any surrogate brand. The judges of the competition were from Ogilvy and Mather.

First Position, ‘Mahindra Scorpio - An Icon’, Digital Marketing Competition
Marketing Festival, KJ Somaiya, 2013
The competition required the team to generate content for social media for Mahindra Scorpio in its 10th anniversary year to boost the status of the Scorpio into an Icon.

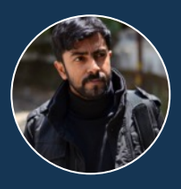
NITC (National Institute of Technology, Calicut)
Bachelor of Technology, Mechanical Engineering
2006 – 2010

Academic:
Highest Marks, Major Project (Design of Aerodynamic Wing for a car) , 7th semester, 2009

Co-curricular Activities:
Manager, Program Committee, ‘Ragam’, Cultural Festival, NIT Calicut, 2009
Assistant Secretary, Industrial and Planning Forum, NIT Calicut, 2008-09
Manager, Printing and Design, ‘Tathva’, Technical Festival, NIT Calicut, 2008

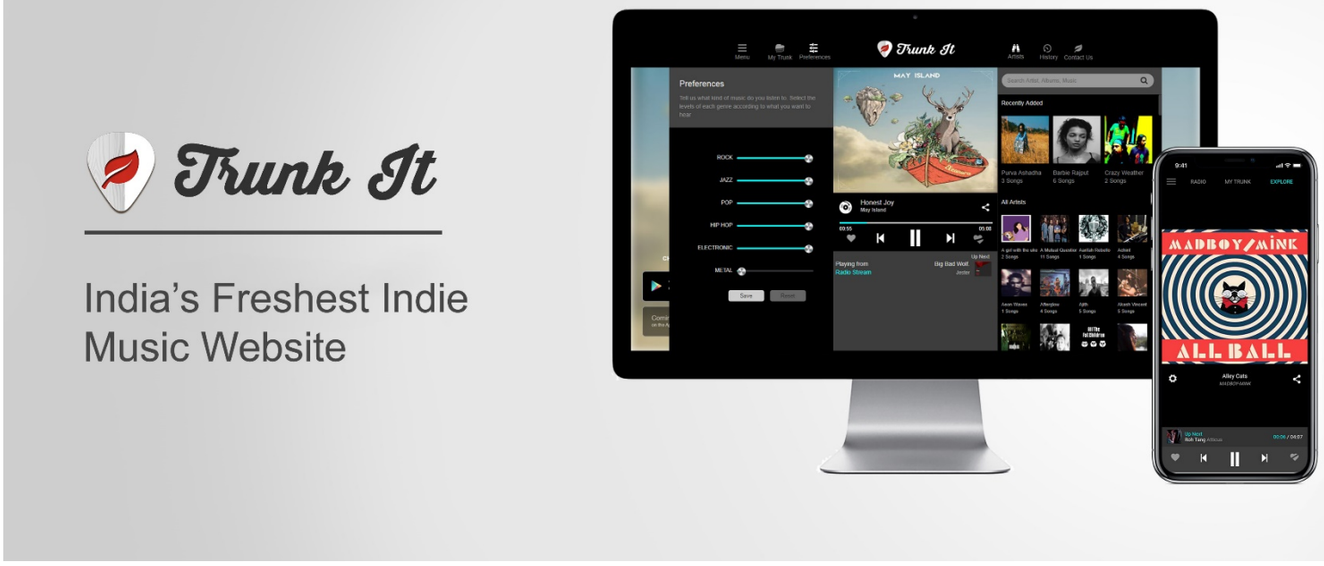
Work Authorization

I am authorized to legally work in the United States of America.
L2 VISA with a valid EAD



Design Portfolio
Trunkit Music

www.kishorepynadath.com



Trunk It Music Radio
www.trunkitmusic.com

India has a lot of music streaming websites that cater to the mainstream music listening audience, like Apple Music, Spotify, Gaana, Saavn etc. But there are scores of talented indie music artists, whose only channel of outreach is gigs at pubs and Indie festivals.

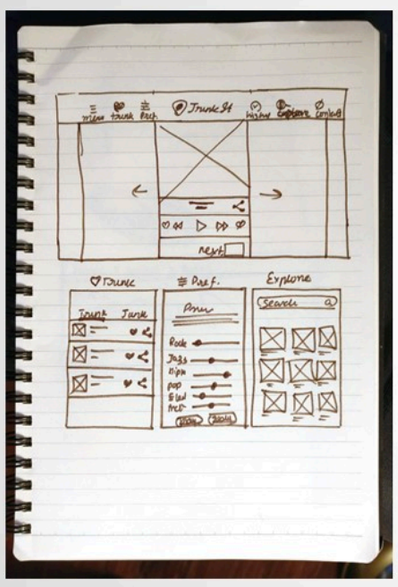
Trunkit music was launched as a platform for the Indie Music Audiences to discover new and fresh music on the go, as well as the artists to showcase and broadcast their new music.

It evolved into a preferences based Indie music radio, with music from over 500 Indie artists from the Indian Indie Scene. The music landscape in India is going through a renaissance with very few channels to capture this phenomenon. Trunk It is one of the only music websites, catering to the Indie purists out there.

User Personas

User Story

Concept Sketches



Trunkit Music Concept

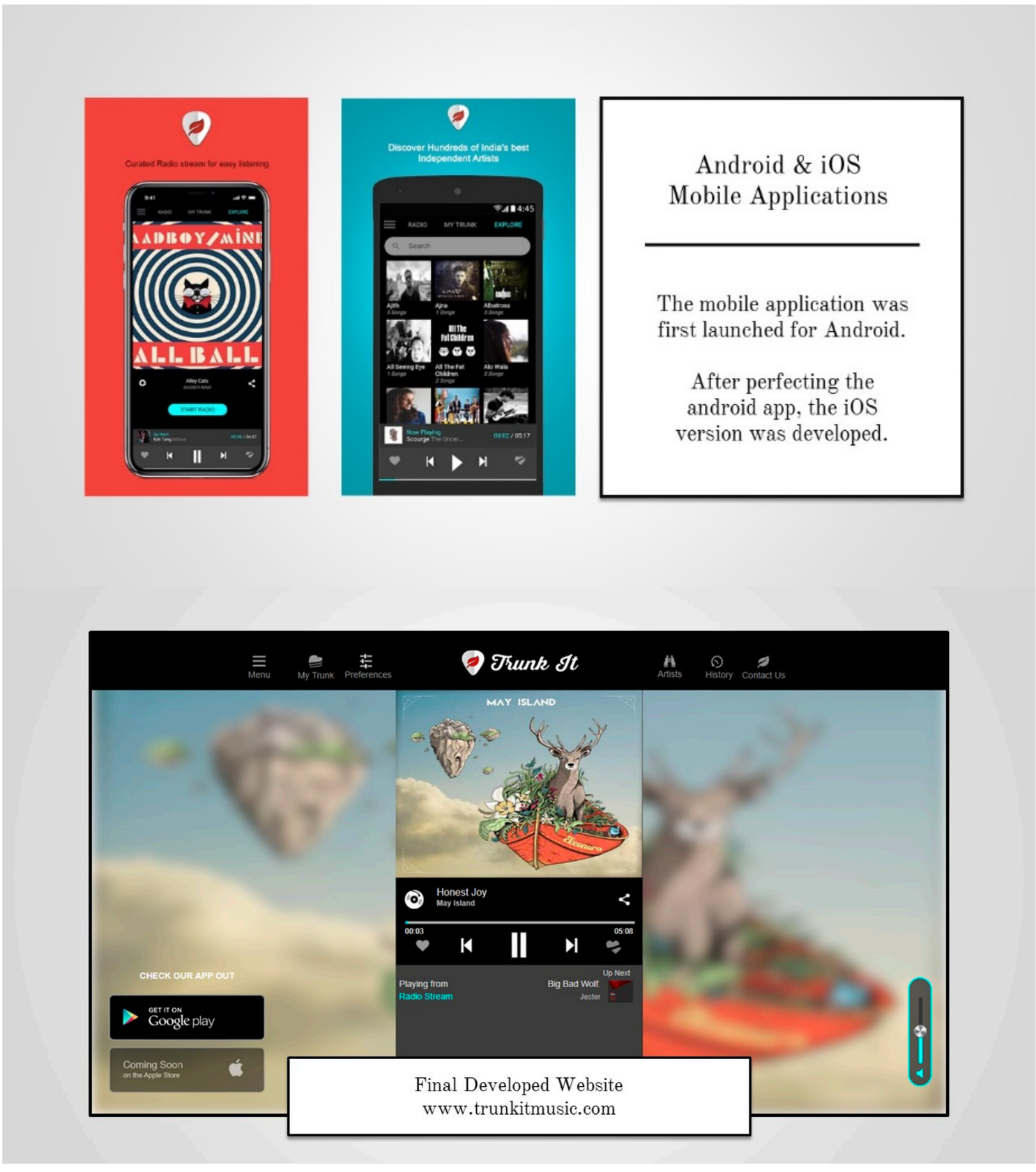
A middle out approach to web-design

Each of the panels we key to the mobile website as well as the Android App

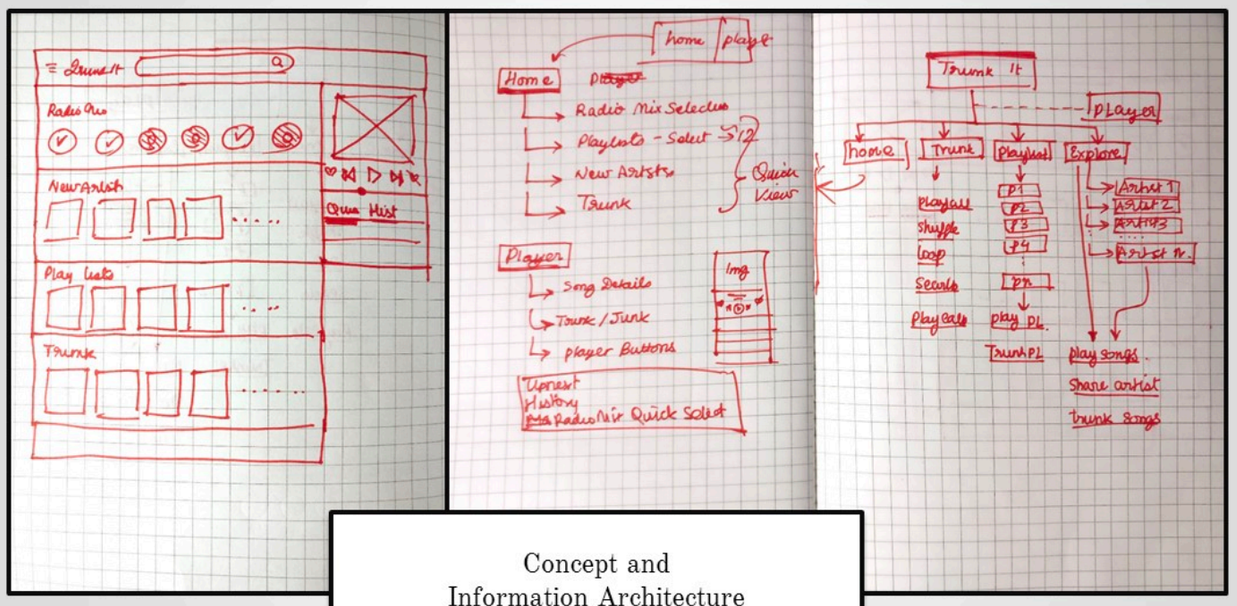
One Page Radio. Every feature of the Radio is available on a single screen.

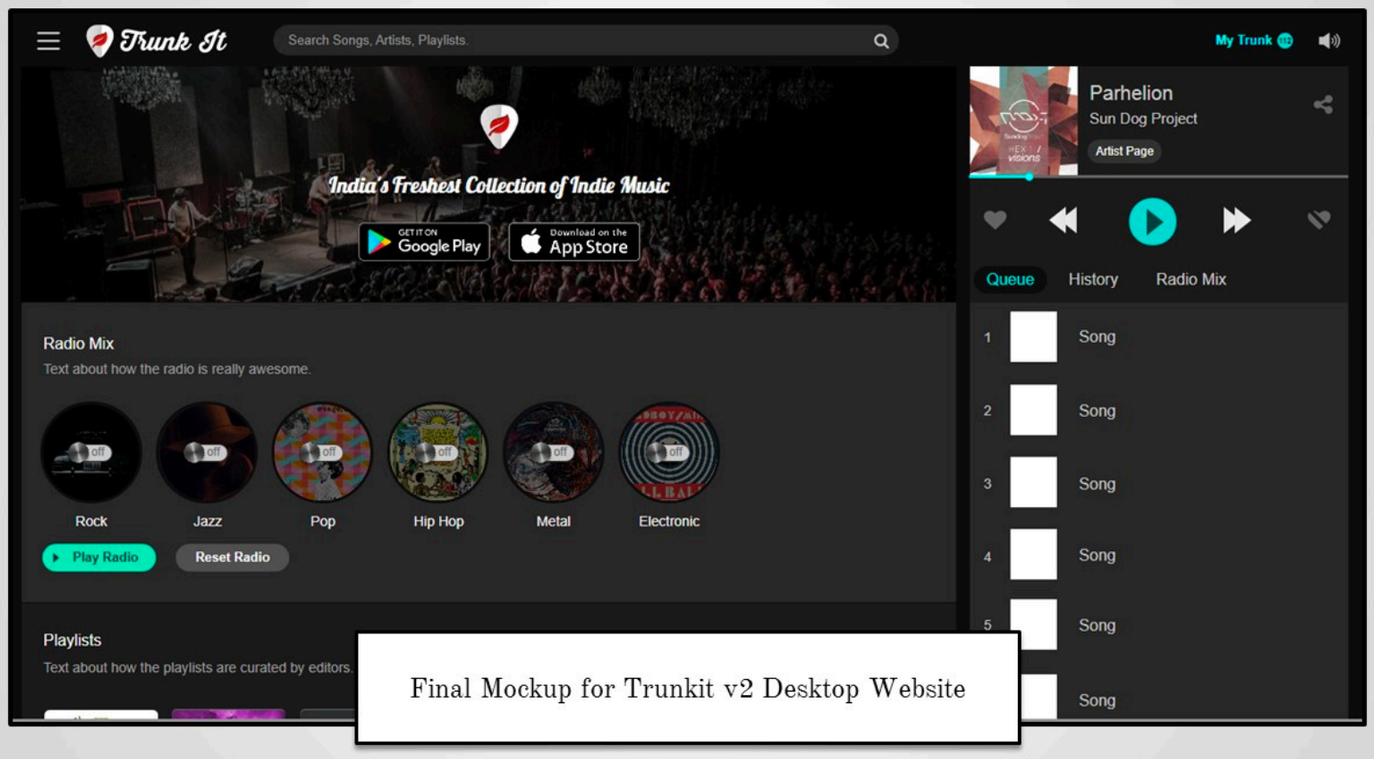
Truly a mobile first approach

Product Screens

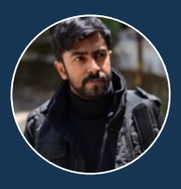


Trunkit v2 (Work in Progress)





SEE MORE DETAILS



Design Portfolio
SAP Asset Intelligence Network

www.kishorepynadath.com

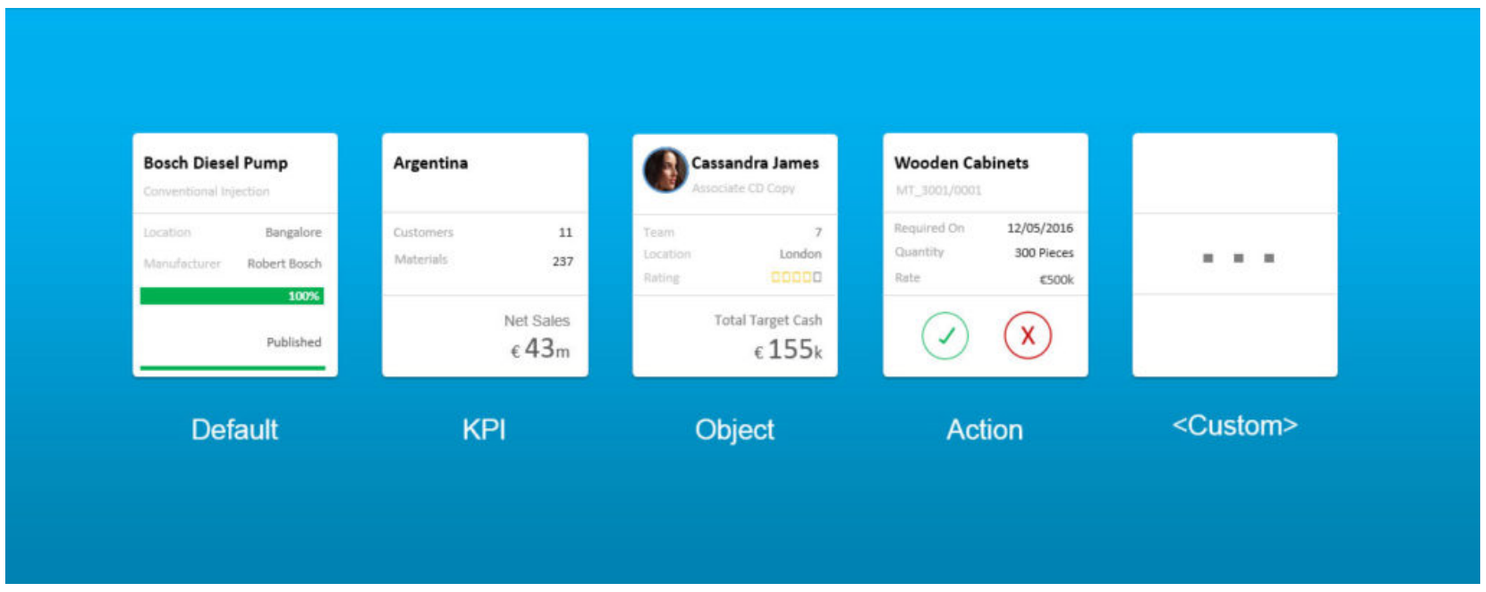
Asset Intelligence Network – Card Views

View Online

Many of our customers who were using the Asset Intelligence Network Suite of Applications, often responded saying they found our Data tables too “Boring” and/or difficult to be consumed by anyone other than a power user. As designers, we found the Large data tables to be cumbersome to be made responsive using the existing Fiori Templates (SAP’s proprietary design language).

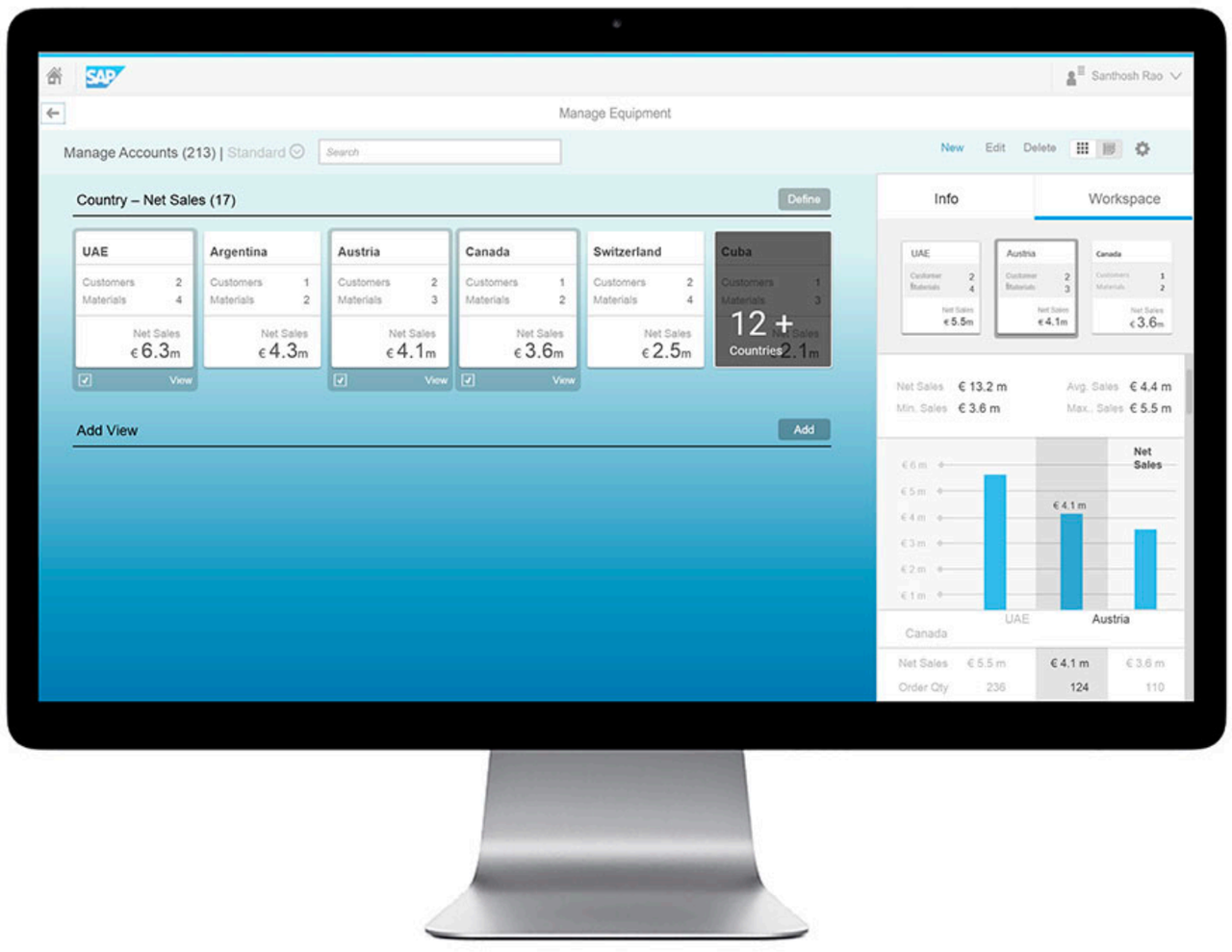
Solution

Through interactions with various product owners, we identified 4 broad classifications of table / data formats and designed Cards and Use Cases for each of them.



Data Abstraction and Aggregation

In Data heavy use-cases, aggregated Data would be shown on cards so that the User can get insightful data, before drilling down to specific details.

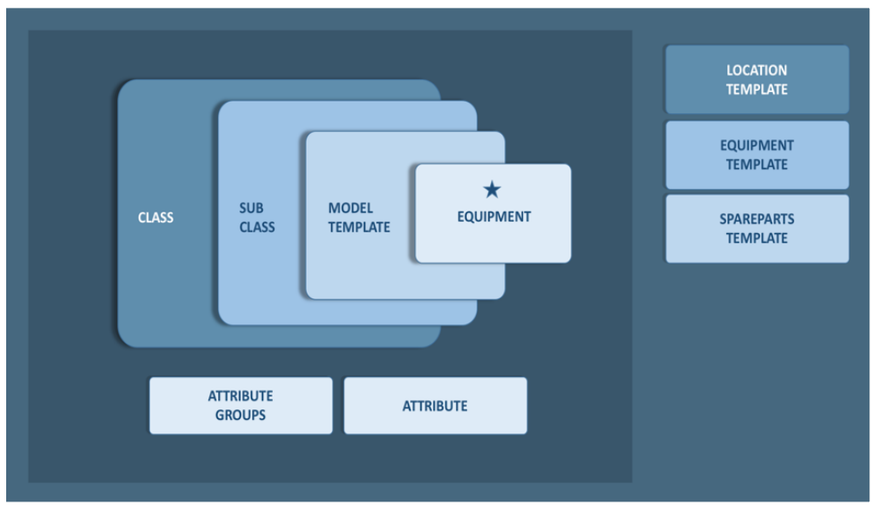


Template Explorer

The requirement was to be able to explore an **N – Level nested** and associated Template Object structure spanning the Asset Intelligence Network.

Explore / View / Drill down into Parent, Children and Sibling Nodes in the Template Hierarchy

The existing application was a **flat list** of all the Templates without any indication of **nesting, inheritance or association.**

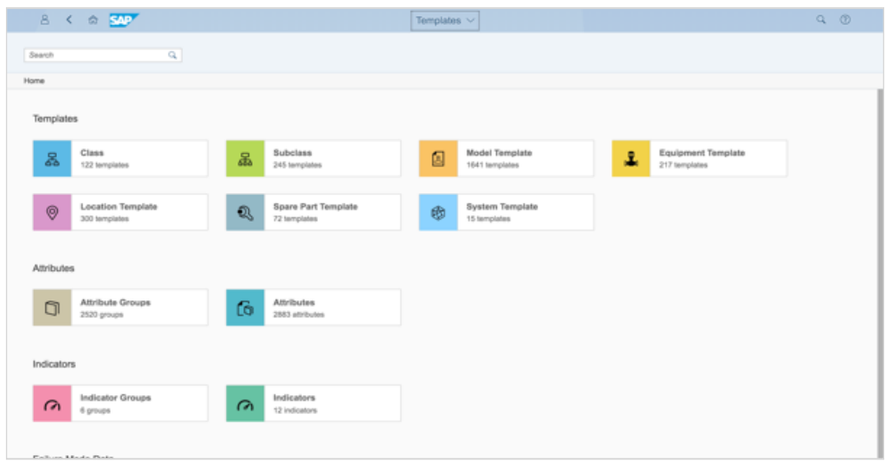


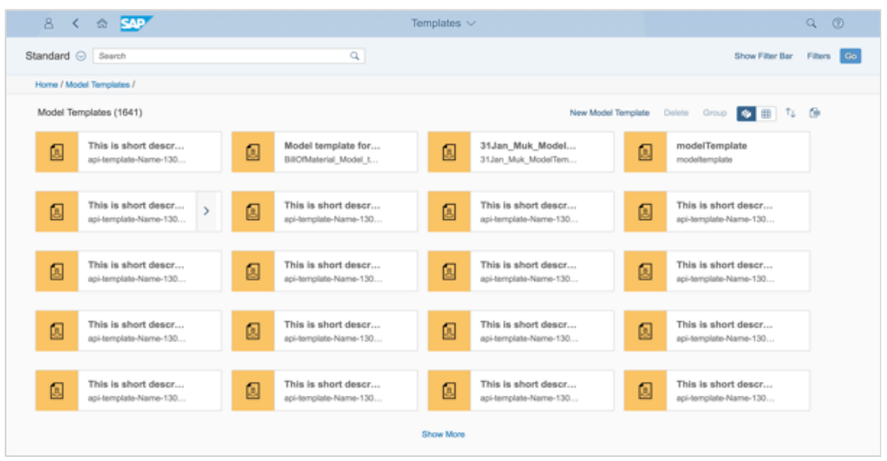
Layout and Card Design

As the landing page, we designed an **Aggregated view**, which would give the user, an o**verview of all the templates**.
We designed a chip card, to represent each Template object.
The **Chip cards** had two primary interactions:

1. Drill down to the child objects
2. Explore the details of the current object

We used a **Flexible column layout**, to show additional details and other Action Items that are relevant to the object.
(Attributes, Attribute Groups, Industry Standards, External Id's, etc.)



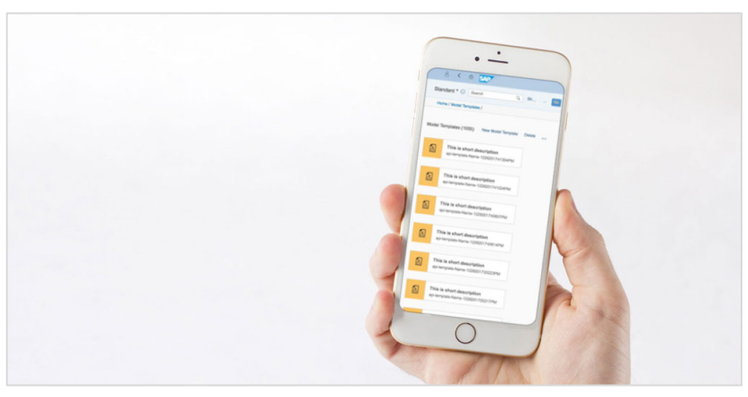


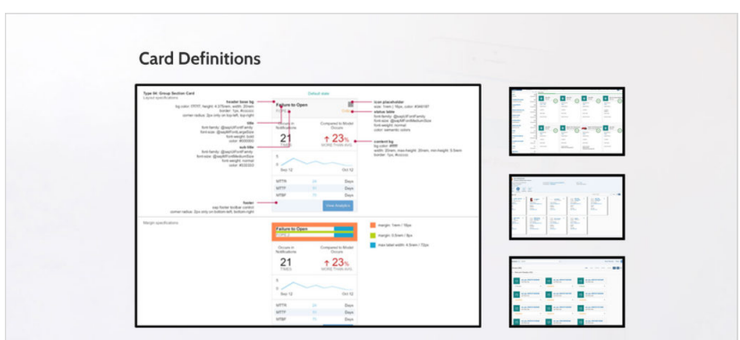
RESPONSIVE

By virtue of being cards, we were able to make the Web Applications responsive very neatly.

SCALABLE

We were able to make them into a reusable CSS format., so that they can be reused across applications.





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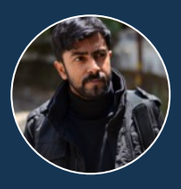
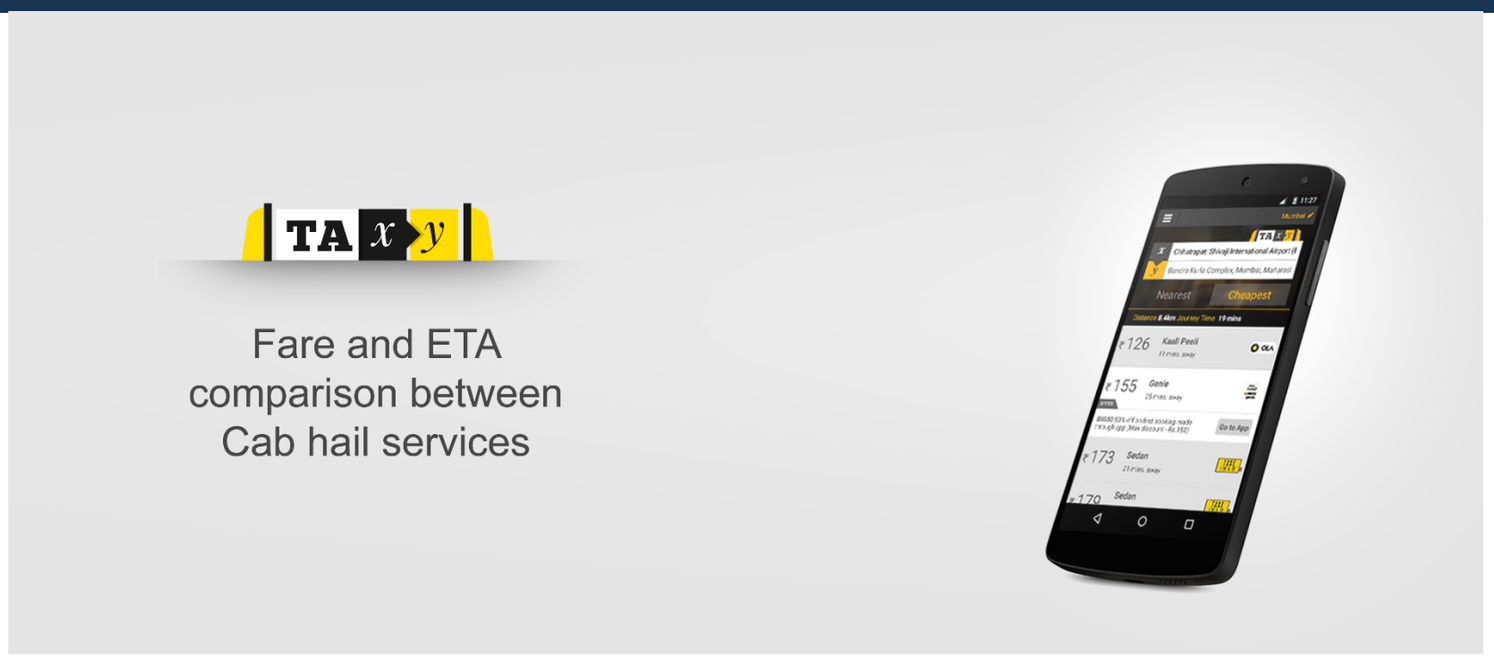


Design Portfolio
Taxy the App

www.kishorepynadath.com



Taxy the App

View Information Website

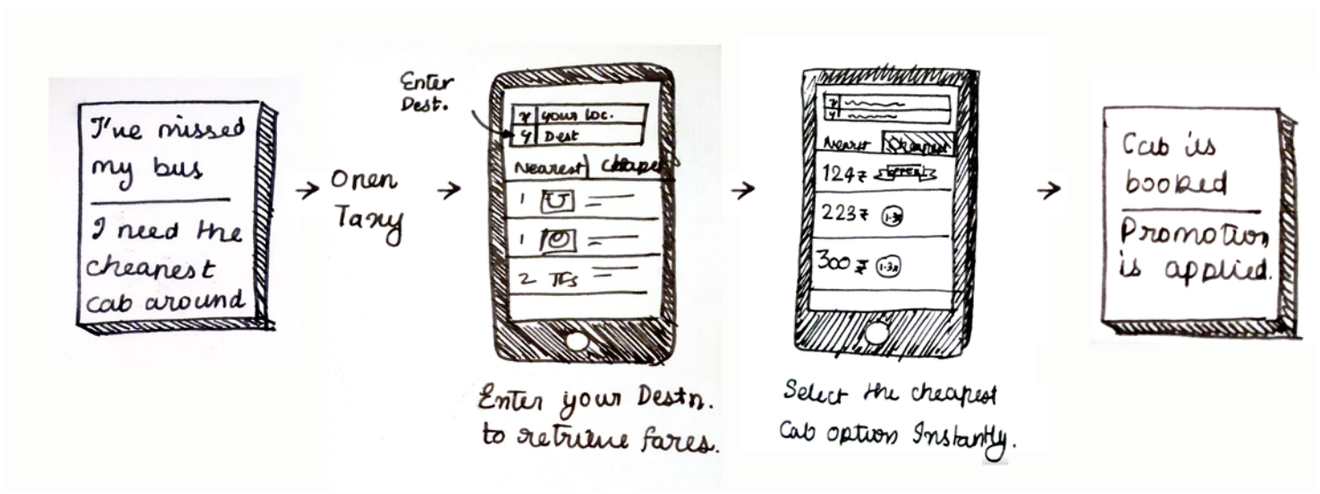
In 2014, Uber entered the Indian Cab Aggregator market. Faced with a stiff competition from the local cab hail services Ola Cabs and Taxi For Sure. What followed was a gruesome battle to gain control of this Industry. Massive price cuts, promotions and mass poaching of drivers, resulted in a highly fragmented market.

During all of this, all the customer could do was download all the three Apps and go through all of them to see which was the best option available to them. This was the need gap Taxy tried to fulfill. We were able to give the user information about real time surges, ETA's , promotions and availability of cabs around you.

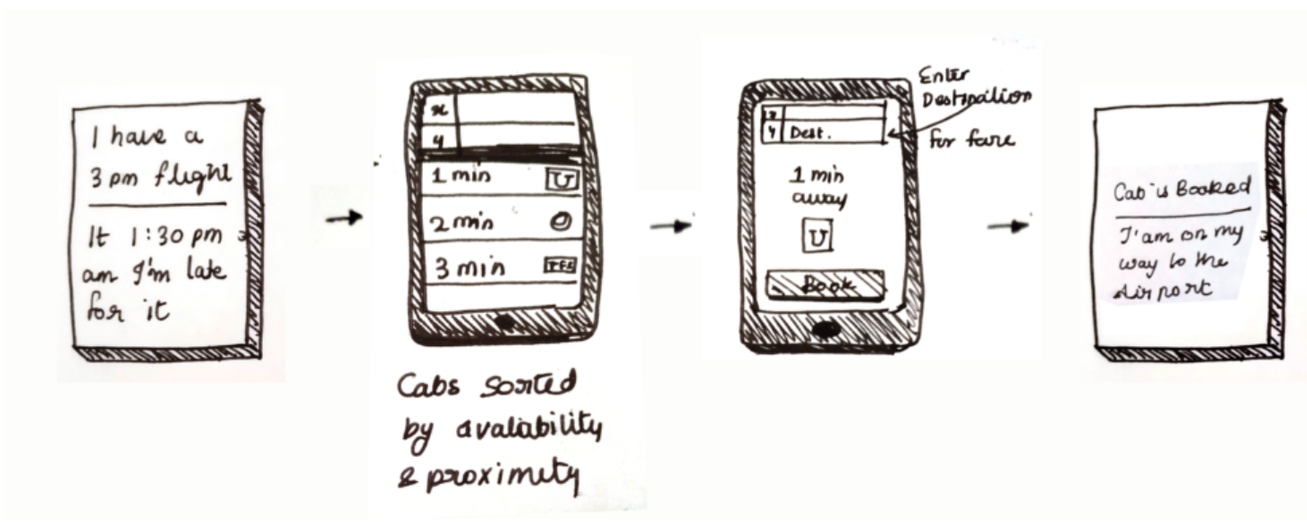
User Personas

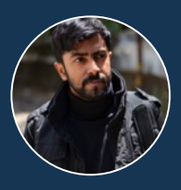
The Users were broadly divider in to two categories

A) The Price Conscious User – A typical Indian user, who is always on the lookout for the best deals or promotions and the cheapest tariffs.



B) The impatient User – This user just need to get from A to B as soon as possible. He / She doesn't even want to waste time by opening three different apps to book the closest. cab.





Design Portfolio
Taxy the App

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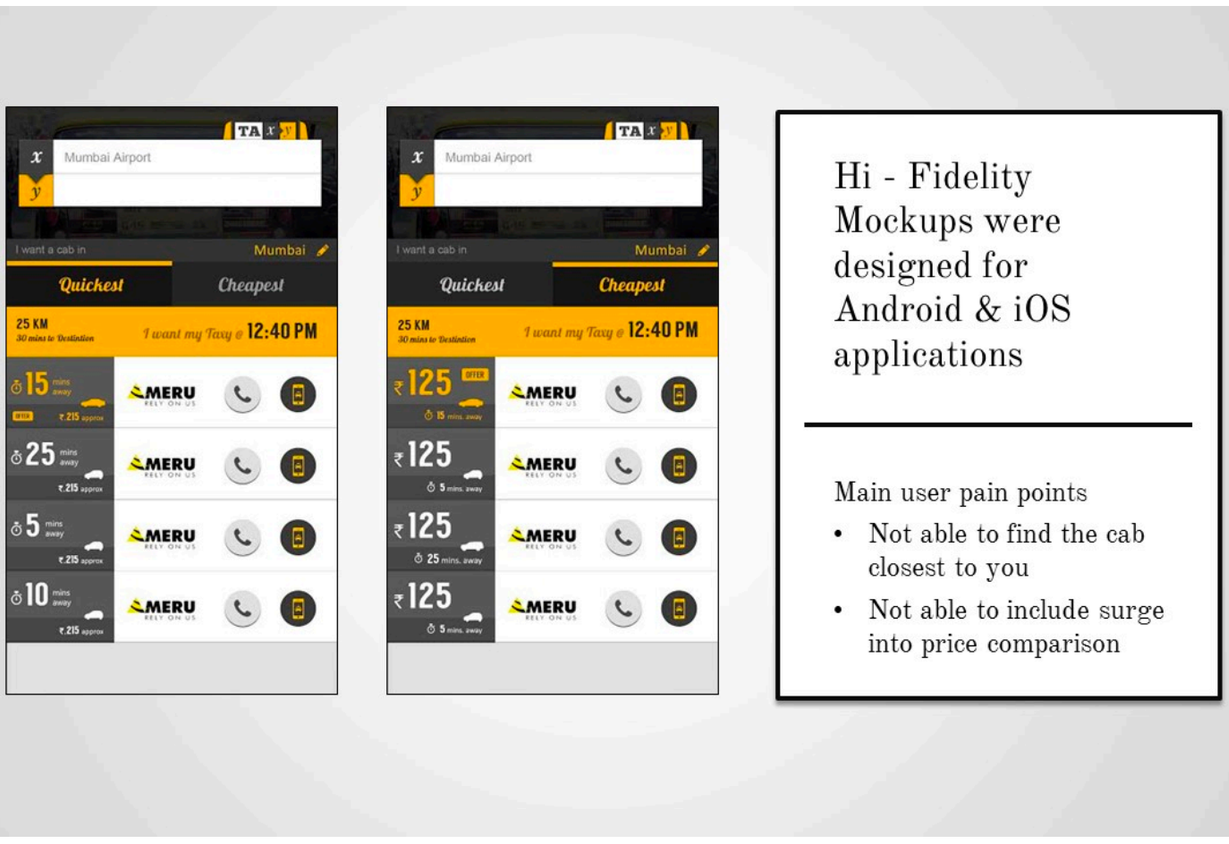
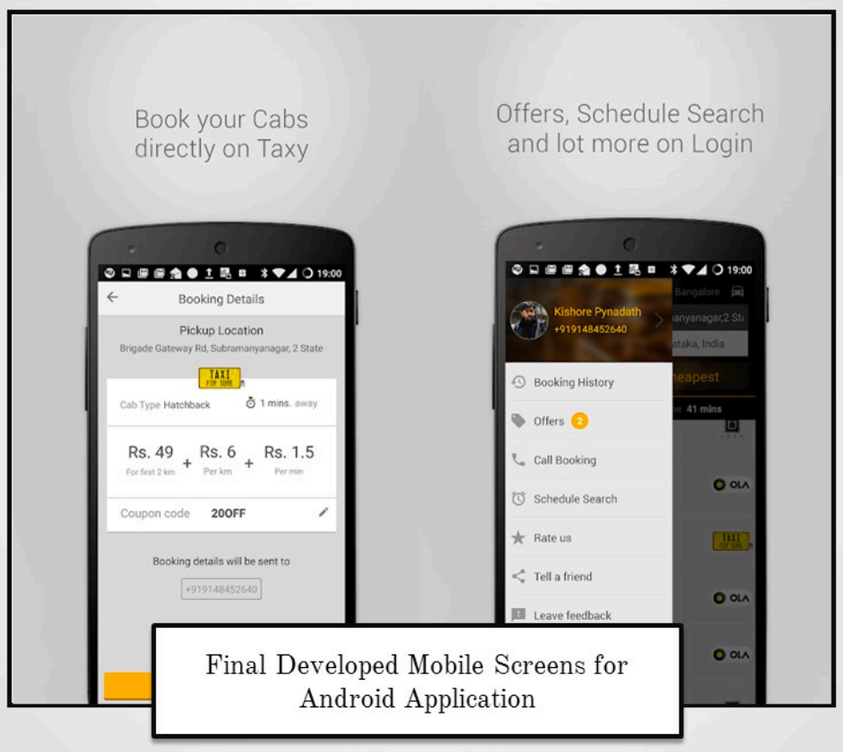
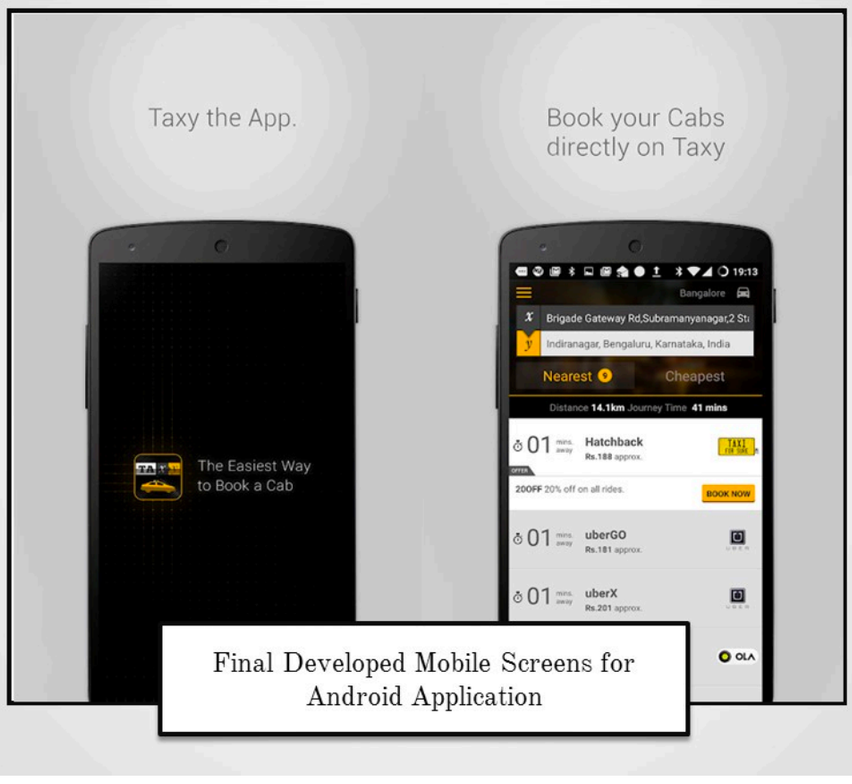
Wireframes and Product Screens Developed







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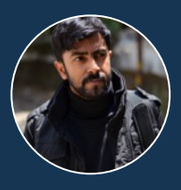
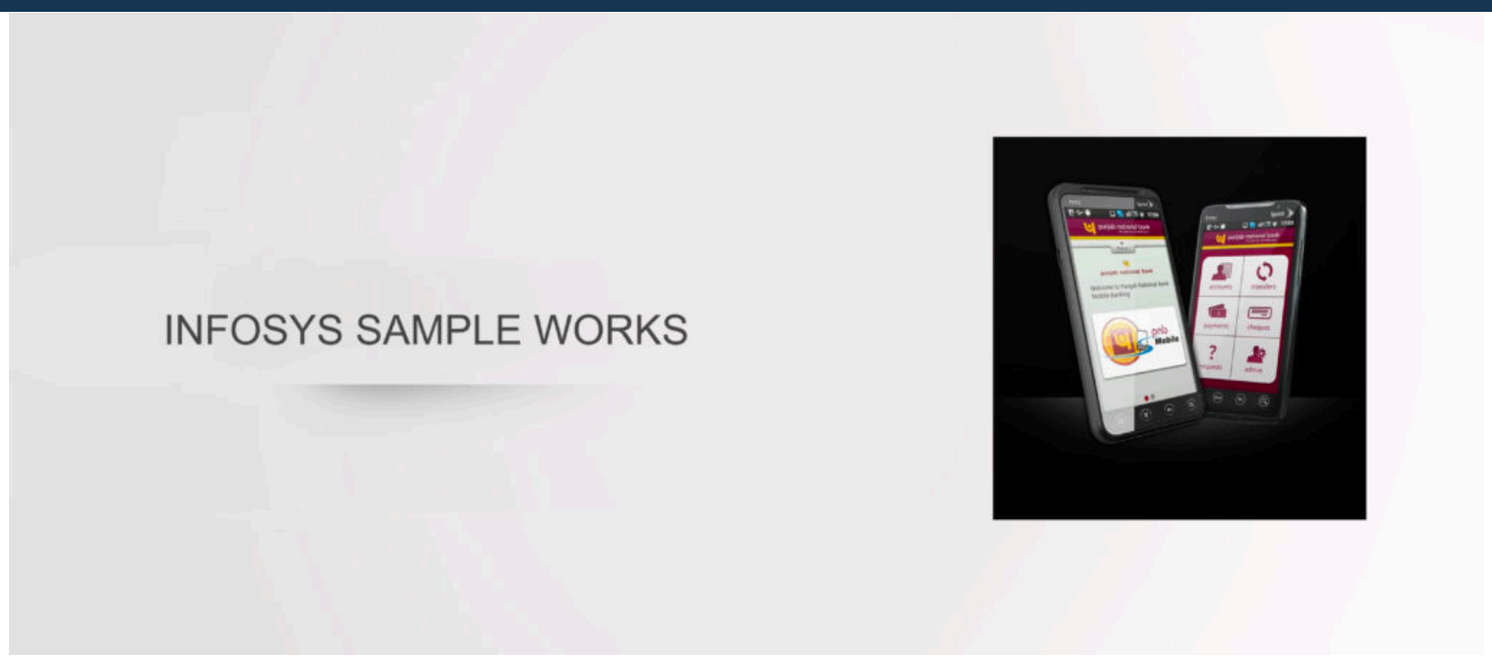


Design Portfolio
Mobile Banking Projects

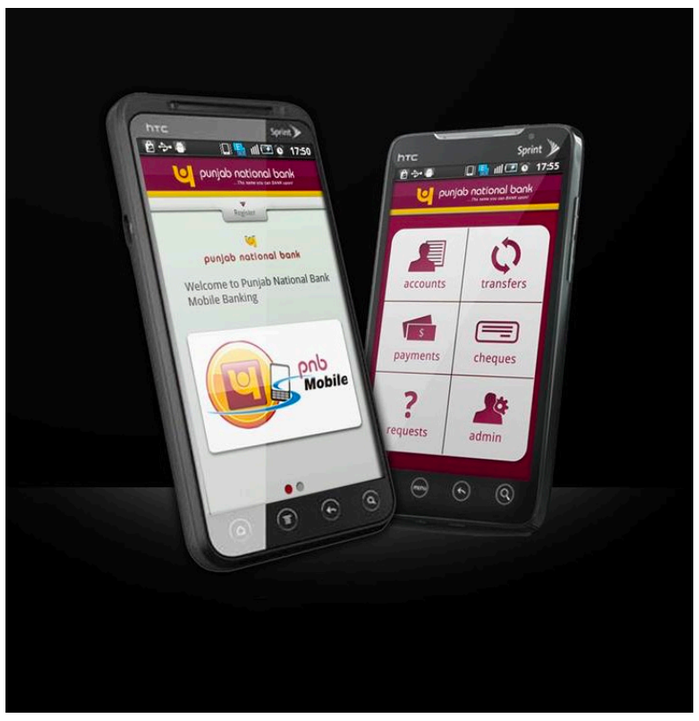
www.kishorepynadath.com



Finacle Mobile Banking

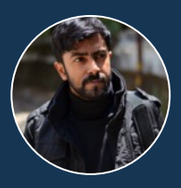
I worked in Infosys' Finacle Mobile Banking Team from 2010 to 2012. I primarily was working with the business development team in developing Branded POC's for pitching the Mobile Banking Solution.

I was involved in designing the interface for the Punjab National Bank Mobile Application.



PNB Mobile Banking Application

POC's developed for Finacle



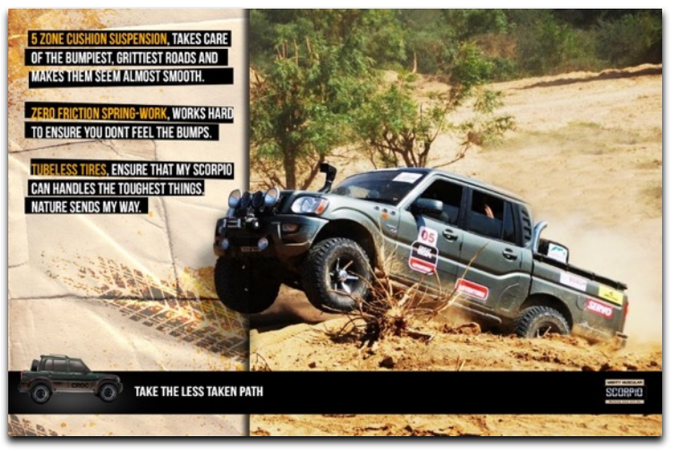
Design Portfolio

Scorpio – An Icon
(Digital Marketing/design Competition)

www.kishorepynadath.com

Scorpio An Icon

As a part of SIMCR's Scorpio: An Icon competition, we had to design, Social media campaigns and campaign collaterals. Showcased below are some of the Campaign Collaterals that were created as a part of this competition. Our team stood first and we got a lot of appreciation form the judges and the Mahindra Scorpio Marketing team.



Facebook Cover

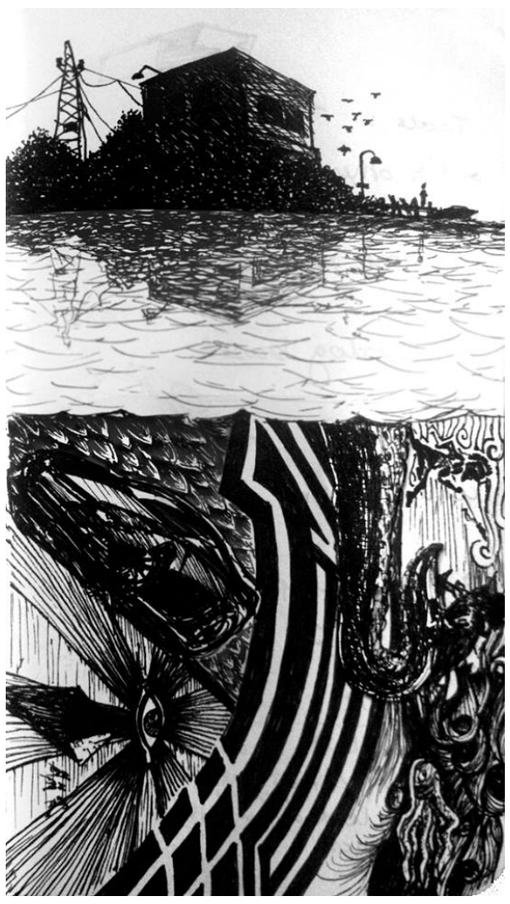
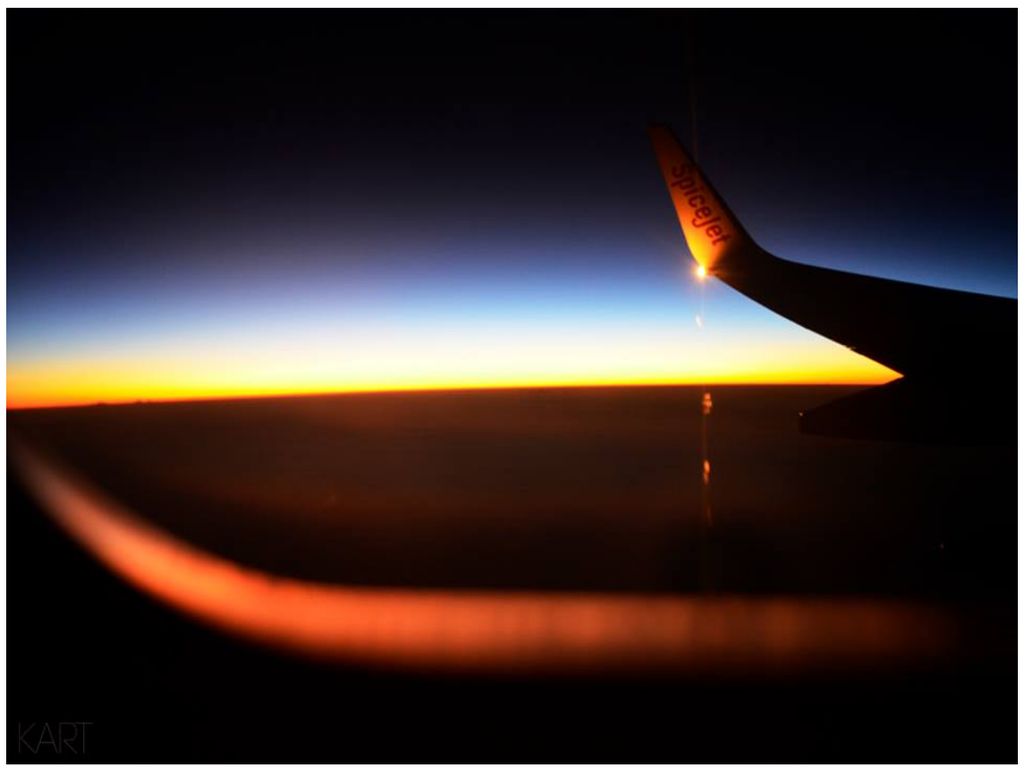
An integrated cover & profile pic designed for the Scorpo Fb page or the Scorpio: An Icon Campaign page.

3 Flavors of Scorpio

As a part of the campaign, we suggested Mahindra could release 3 limited edition Scorpio's the Everest, Desert Strm and the Croc; a campaign that any off-road enthusiast will ga-ga over.

Infographics

Quirky Infographics were designed, giving tips and "Do's and Don'ts" for Off-roading. These would be published on all social media channels to drive in the message that Scorpio is synonymous with off-roading

Portfolio Artwork

Sketches, Photoshop Art, Photographs.