



Praveen Kumar Muthu

Certified User Experience Professional(Texas Tech University) & Certified Design thinking for Innovation (University of Virginia)

Summary

- Specialized in User Experience Design and Product Design.
- Working on Augmented, Virtual and Mixed Reality experiences with conversational design and multimodal. Also working on virtual assistants with conversational designs.
- Lead UX Strategy collaboration across Stakeholders, Product Management, Architecture, Development and Design teams. Specialist in designing and building large-scale complex interactive projects.
- Recipient of IMA 2016 awards and multiple achievement awards for enhancing the user experience in data driven applications.

Skills

Creative Direction	Adobe Creative Suite, Sketch, Figma, Invision Studio
User Experience Design	Augmented Reality, Virtual Reality, AWS Sumerian, Polly, Lambda
Branding Guidelines	Workflow, User Flows, Conversational designs
Mobile UX Design	Rapid Prototyping, Mockups, Conceptual diagrams
Responsive Design	Agile Usability, Lean UX
Usability Testing & Metrics	Big Data Analytics Visualization
UX Strategy & Research	HTML5, CSS3, SASS
Accessibility, Section 508	Video Streaming JIRA, Trello

Experience

Verizon Wireless – Lead User Experience Strategist/Designer / Nov 2017 – Present

- Working on next gen interactions for mobile on iOS and Android platforms for displaying big data, chatbot and conversational designs.
- Working on designs to integrate Augmented, Mixed and Virtual reality into mobile & tablet applications.
- Working on User experience design for Enterprise wide customer assist agent experience web application.
- Working with end users in understanding their pain points to create aesthetically pleasing and easy to use/intuitive user interfaces and visual designs.
- Worked with Senior Management and Executive Team at the enterprise level to design and develop new products.
- Day to day activities involve designing aesthetically pleasing, human-centered UX designs for mobile and web applications. These projects are both internal and external facing to the organization.
- Collaborate with the Executive team on NDA based initiatives.
- Worked on virtual assistant/hosts to handle customer calls using AWS Sumerian Augmented reality.
- Contributed towards “Conversational Commerce” Agent assist framework and filed a patent for Verizon.
- Working on next gen Mobile technologies using Augmented, Mixed and Virtual reality as concepts.
- Working on emerging technology concepts and designs using Sumerian, Unity, ARkit and ARcore for best customer experiences.

FINRA – UX Manager/UX Director / Oct 2012 – Nov 2017

Technology.FINRA.org | FINRA.org | BrokerCheck | Fund Analyzer

- Lead the UX design and development teams in creating and documenting user experience deliverables, including UX discovery, concept sketches, visual concepts, user flows, wireframes, interactive prototypes and usability testing.
- Working with end users in understanding their pain points, designing solutions which comply and bridge the gap between design and technology teams.
- Lead UX designers, visual designers and front-end developers in solving complex data delivery challenges with usable design solutions.
- Designed and developed multiple award-winning web applications, which help the users investigate cases more effectively.
- Support the organization in product design, branding, user experience & usability study for all internal and external facing web applications.
- Design and develop enterprise UX/UI guidelines/style guides to aid cross-team collaboration and consistent user experience.
- Leading the UX community practice across the organization in creating seamless user experience across applications.
- FINRA collects and analyzes 75 billion records per day, led the teams in visualizing the user experience for big data analytics.

ASCD – Senior User Interface Specialist / May 2009 – Feb 2011

ASCD.org | [Authors - ASCD](#)

- Designed and developed online system for teachers to create and review curriculum units from peers and subject matter experts instantly.
- Led the UX design and development of ecommerce website, which increased the product sales by 40% for the organization.
- Implemented live streaming of conference presentations, at each of our five yearly conferences, attracting over 3,000 users per session.
- Worked with 3rd party vendors for social media integration, credited with growing our membership by 20,000 during a single year, in a down economy.

FINRA – Lead User Experience / Dec 2005 – May 2009

- Led the user experience design on a project, allowing 5400 investment firms to upload federally mandated filings using a single web application instead of accessing 15 different applications. The new application's ease of use resulted in decrease in call center volume from 125 to 20 calls per day.
- Designed and developed user experience standards and guidelines for design and development teams.
- Developed assets as per branding and user experience, so development teams could implement them.
- Worked with stakeholders, product management, corporate communications, architects and development teams in coordinating the user experience design and development.

Verizon – Senior User Interface Designer / Jan 2003 – Nov 2005

- Designed software solution for call center-based customer service reps, allowing them to bundle sales packages and apply discounts automatically. Prior to development, these figures were calculated by hand, the software reduced call center hold times by 57%.
- Software was ported to Verizon.com, allowing customers to bundle packages themselves, resulting in a 22% increase in online sales.
- Designed visual tracking system software for Verizon B2B sales orders, allowing bottlenecks to be identified instantly, replacing the need for representatives to call various departments to pinpoint snags.

Adea Solutions - Senior User Interface Designer (Consulting) / May 2001 – Jan 2003

- Developed an application allowing customers to fill out a checklist and have a website privacy statement automatically generated for them.

- System designed to meet the needs of state and federal government agencies, businesses and non-profit organization.

Contact

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Awards

Interactive Media Awards for “Best in Class” (2016)

Interactive Media Awards for “Best in Class – Science & Technology” (2016)

Recipient of multiple Premiere Achievement Awards for User Experience Design (2011, 2013)