Charen Koneti

www.charen.works

+1 226 921 5649 | charen.k@gmail.com
linkedin.com/in/charenk

I craft intuitive user experience for mobile and web applications by facilitating a balance between business needs and the user's interest. Throughout my design process, I value constant user feedback to gear user-centric design solutions to test, reiterate and to provide seamless digital interaction for digital applications.

CAREER OVERVIEW

Over four years of experience in designing and prototyping digital solutions.

Experience in validating product concept through user interviews, competitive analysis, and user testing.

Proficient in identifying usability metrics across retail market and product environment.

Successfully initiated a design service platform: UXBox Design studio to guide small organizations in their digital transformation.

Hands on experience in analysing, documenting and reporting user research finding.

SKILLS | What I do

Research

Competitor Analysis
User Journey Mapping
Ethnographic Study
Heuristic Evaluation
Usability Testing
Card Sorting
Affinity Clustering

Design

User flows
Wireframing
Rapid Prototyping
Sketching
Brand Identity
UI & Microinteractions
3D Printing

Product

Conceptual Prototypes
Mobile & Web Apps
Consumer hardware
Motion Prototypes

Programming & Data Analysis

HTML & CSS
Tableau

TOOLS

Design

Sketch
Adobe Creative Suite
Axure RP
Figma
Framer Studio

EXPERIENCE

UX Designer
Cineplex Inc. | Graduate Capstone project | May 2018 - Present

- Carried out research to understand entire customer lifecycle to improve content discovery and consumption for the Cineplex Store.

- Strategized and designed multi-screen experience for the Cineplex Store using Sketch and Invision Studio.

UX Designer
UXBox Design Studio | July, 2017 - May, 2018

- Successfully streamlined and built design guidelines using sketch to support designers and in-house developers.

- Actively led design projects throughout stakeholder discussions, ideation, prototyping, and development.

UX Designer & Product Analyst
Reddx Technologies(Redd Robotics) | Aug, 2014 - April, 2017
Functional Unit - 3Ding.in

- Led experience research to design FabX 3D Printer-India's most affordable 3D Printer and its web presence to take it to international market.

- Designed and actively contributed to the development of Slicer web application- a tool to integrate 3D printers with a computer via Wi-Fi. The web application was built on top of OctoPi open source framework.

- Initiated user testing with the help of customer support team to identify addressable pain points.

- Actively collaborated with founders and stakeholders to ideate and validate SPOTS concept(online marketplace to support design community and 3D printing industries).

- Collaborated with marketing, support and product development teams to recommend and implement design thinking to analysis, find and execute viable solutions.

EDUCATION

Master of Digital Experience Innovation | 2017-2018
University of Waterloo
Specialization: User experience, Product strategy, User research

Bachelor of Engineering | 2010-2014
Anna University
Specialization: Electronics, Product Development, Robotics

HOBBIES

Sketching
Hiking
Online research
Explore Unity to understand designing for AR/VR environment