



# Abhishek Kannekanti

A Full-Spectrum Product Designer ( UX - UI - UR )

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## Summary

A versatile designer with attention to detail, quality, speed, and flexibility, seeking to obtain a full-time position in either Product, User Experience or Interface Design. I love to articulate the "Why" and the "How" behind innovative UX design strategy and make technology accessible to all the players. Available to kick start from Jan 2018.

## Professional Experience

### Salesforce.com - San Francisco, CA

Product Design Intern - (Jun 2017 - Aug 2017)

Actively involved in a major architectural change of the product. Worked closely with PM's and Directors to refine direction and requirements. Through rapid research and wireframes, crafted pixel sharp concepts with optimized experiences within given constraints.

### Kodak Alaris - Rochester, NY

IxD Intern - (Ft: May 2016 - Dec 2016 | Pt: Jan 2017 - May 2017)

Initiated and crafted a new experience for the next major update for Imaging products (KIOSK, Web, Mobile, and Tablet). Performed A/B testing and re-iterated until a final design set. The updated product had released this summer 2017.

### RIT - Student IT Office - Rochester, NY

PT Web Designer (UX) - (Jan 2016 - May 2016)

Shipped the product along with incredibly talented students with an innovative idea for the betterment of students on top of an existing app at RIT. Conducted user research, interviewed students to understand the needs. Re-iterated through hallway testing and delivered final mockups along with interactions for TigerCenter web application.

### Technovert - India

UX Designer - (Dec 2014 - Jul 2015)

A key player in the web/mobile application throughout the entire Keka HR product lifecycle. We also won a design award under early stage start-up category. Worked closely with executive teams on service side products such as Sharepoint apps, Intranet and Extranet.

### Switch Soft Technologies - India

UX Designer - (Nov 2013 - Nov 2014)

Built prototypes based on business requirements for improved experience. Strategized interactions and user flows with P.M's and developers through brainstorming sessions. Shipped a mobile app for home automation IoT product called Pert.

### Other Projects - Global

Product Designer - (Sep 2011 - Present)

**mySpiderweb** and **Cenify**: As a student product design consultant, transformed the experience of MSW application to be intuitive. Cenify, an IoT firm wanted a web app to integrate with its mobile app. Collaborated with CDO and have come up with holistic solutions. Apart from building products, I have also worked extensively on Mobile apps.

## Savvy With

Sketch

Adobe CC

Conceptualizing

Information Architecture

Pen & Paper

Story Boarding

Wireframing

Prototyping

Visual Design

Typography

User Research

Heuristic Evaluation

Usability Testing

Brain Storming

Strategy Development

Competitive Analysis

Instructional Design

Product Management

## Platform Experience

Web Apps

iOS and Android

Adaptive Websites

IoT Devices

## Education

Masters in Human

Computer Interaction

RIT, Rochester - Dec 2017

Bachelors in

Computer Sciences

JNTU, India - 2013

## Activities

Product Guy at Simone Center for Student Innovation and Entrepreneurship, RIT