

Gaurishankar Krishnan

User Experience Professional & Information Architect

360 E Southwater St, Apt 1018
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Qualifications

User Experience professional specializing in Information Architecture, Interaction Design, Usability Research, Information Visualization and Mobile/Ubiquitous Computing. I've also worked as a software engineer for 4 years prior to switching my focus to HCI.

More recently I've worked with multiple Fortune 500 clients on projects ranging from IT Strategy, establishing the enterprise UX vision, conceptual experience design explorations for specific products and services, detailed UX design and usability testing and refinement.

Education

Georgia Institute of Technology, Atlanta GA **Master of Science in Human Computer Interaction**

CGPA - 4.0 on 4.0 Scale
2007

PSG College of Technology **Master of Computer Applications**

CGPA - 8.6 on 10.0 Scale
2001

Bangalore University **Bachelor of Commerce**

Aggregate - 72%
1999

Skills

User Experience

User Experience Strategy and Design for Enterprise applications. Iterative prototyping and User Interface design for Inch, Foot and Yard Scale devices. User requirements gathering and analysis through User Research methods. User Experience Evaluation through heuristic methods, cognitive walkthroughs, and user testing.

Supporting Skills

Knowledgeable in object-oriented design and development, API design and experienced in rapid prototyping. Prior Software Development experience with Java, J2ME, C#, VB.NET, C, C++. Prior web development experience in Flex 3.0, JavaScript, PHP, and ASP.NET using HTML & CSS2 web standards. Industry experience with SQL-compliant databases, project experience with web services.

** document current as of 2009*

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Publications

- **HCI for Community and International Development** In CHI '08 Extended Abstracts on Human Factors in Computing Systems , Florence, Italy, April 05 - 10, 2008). CHI '08. ACM, New York, NY, 3909-3912.
- (As “Shanks” Krishnan) **Sharing Perspectives on Community-Centered Design and International Development.** INTERACT (2) 2007: 696-697
- **User Centered Design and International Development.** In CHI '07 Extended Abstracts on Human Factors in Computing Systems (San Jose, CA, USA, April 28 - May 03, 2007). CHI '07. ACM, New York, NY, 2825-2828.

Work Experience

Roundarch Inc. Chicago, IL 2007-Present

Currently employed as **User Experience Lead** at **Roundarch Inc.** a former subsidiary of **Deloitte & Touche**. I've worked on and led projects in the areas of User Experience Strategy, User Research & Requirements gathering, Conceptual Design and Detailed Design for B2B and B2C solutions. Some recent engagements include

- **Exelon Corporate Intranet Redesign - UX Lead:** Led the discovery, conceptual and detailed design phases of the Exelon Corporate Intranet which is a consolidated platform serving 22,000 employees across 7 operating companies - Nuclear, Power, PowerTeam, Transmission, Business Services, Commonwealth Edison and PECO.
- **The Varian Experience - UX Lead and PM :** Led the discovery, define, design and managed the *development* efforts for *The Varian Experience*, an immersive application serving as a viral marketing tool for Varian Inc Global. The application tripled sales leads while reducing overheads from \$ 500,000 to to \$25,000. This success led to a *second phase*, with expanded scope and roll out in 5 languages. So far, this project has doubled the leads from the 1st phase within a month of going live. Phase II of this project reduced the bounce rate from 20% to 0.77%, a marked improvement in the “immersiveness” of the application.
- **Motorola MASC SRTools - UX Lead :** Led the Phase II discovery define and design of the *Motorola Authorized Service Center (MASC) Service and Repair Tools (SRTools) application*. The success of the final product prompted Motorola to commission a “lite” version to be used by network providers like Sprint, AT&T and Verizon in their store fronts and a customer facing version of the product.
- **Motorola Consumer Service & Repair - UX Lead :** Led the discovery, define and design phases for the *Motorola Customer Facing SRTools application*. Managed all aspects of user experience design from preliminary user research to detailed design.

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- **myAON Global Intranet - UX Lead** : Led the experience strategy thread and co-led the discovery, define and conceptual design phases of the *Aon Global Intranet* portal servicing 37,000 employees across 3 business units in over 120 countries. Managed a team of Information Architects and Visual designers to define the User Experience strategy of the new platform including conceptual design wireframes and design comps.
- **Northern Trust Personal Financial Services** : User experience design for the Northern Trust (NT) Private Passport 7.0 application, which is the online portal for NT's high net worth clients. Areas designed include Cash Management, Asset Management, Transfers, Bill Payments and their Personal Finance Analytics tool called PFM which included rich data visualizations of Expense data.
- **AVIS iPhone Application Design** : Created the initial design schematics for the AVIS Rent-a-Car iPhone application which included both online reservations (Phase I) and location based value added services (Phase II).
- **MasterCard Worldwide** : Part of the initial discovery team for the MasterCard web consolidation strategy to combine over 80 discrete and siloed applications into a consolidated platform. Responsible for functional requirements gathering and creation of the implementation roadmap. Also developed a Proof of Concept application to illustrate the user experience and efficiencies of the future state.

Microsoft Research, Bangalore India, 2006

I worked with the SensCam team at MSR Cambridge, under the guidance of Kentaro Toyama. Designed and developed visualizations and interaction patterns that helps the user easily navigate through large image sets and quickly identify images of interest.. This project also involved the development of a Proof of Concept application that allows users to create short "Annotated Albums" which they can then share online. This was an internship opportunity.

Enterprise Automation Group, Bangalore India 2002-2005

Attached to the R&D division of Enterprise Automation Group, Bangalore India from inception until closure initially as a Developer/Analyst and then as a Systems consultant. Worked as part of a team to develop and deploy an Enterprise Wide Information System for Small and Medium Enterprise (SME) manufacturing concerns. Worked extensively on various projects relating to Database Design, Client/Server architectures and business logic related to Statistical Process Control. Also managed 2 different development teams involved in tackling UI challenges for illiterate and semi-literate work groups.

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Aeronautical Development Agency, Bangalore India 2001-2002

I was chiefly responsible for implementing a Security enhanced Decision Support System based on the Fighter Aircraft Lifecycle Cost Model (FALCCM) which is currently being used in everyday operations.

Affiliations, Awards & Honors

Affiliations

- **Association of Computing Machinery (ACM)**
 - Professional Member (Since 2007)
 - Additional Affiliations with
 - SIGCHI (Student Member Since 2005)
 - SIGGRAPH
- **Institute of Electrical and Electronic Engineers (IEEE)**
 - Student Member (Since 1999)
 - Professional Member (Since 2007)
 -

Awards & Honors

- **1st place in the AT&T and NOKIA SIEMENS IMS Research Competition** for 3G Mobile Architectures (2007)
- **Enterprise Automation Group Shooting Star Award**
- **Upsilon Pi Epsilon (UPE) Computer Science Honors Inductee** (GATech Class of '07)

Referrals

Dr. Kentaro Toyama - Fmr. Asst. Managing Director Microsoft Research India.

Dr. Michael L. Best - Professor at the Sam Nunn School of International Affairs and the School of Interactive Computing at Georgia Institute of Technology. *Master's Thesis Advisor*

Dr. W. Keith Edwards - Professor of Interactive Computing at College of Computing, GeorgiaTech. Associate Director of the GVU Center. *Director of PIXI Labs, where I was a member till 2007.*

Hendrik Kliensmiede - SVP User Experience & Chief Strategist at Roundarch Inc. *Head of the User Experience Competency at Roundarch Inc.*