



ASHOK

BHARATHI CHOCKALINGAM

UX PRODUCT DESIGNER



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-  Dallas TX

COMPETENCY

- Design Strategy & IA
- Wireframing & Prototyping
- Visual Design & Graphics
- Branding & Design Systems
- Personas & Heuristic Evaluation
- User Research & Analytics
- Accessibility Implementation



CERTIFICATIONS

-  Certified Usability Analyst (C.U.A.) # 2011-3041 from Human Factors International
-  LUMA Practitioner Certification from LUMA Institute Nov 2019

MY PERSONAL MOTTO ON PRODUCT DESIGN

"Whether it's a digital or physical product, it should always be simple, useable, accessible & enjoyable for the users"

I'm a passionate UX / Product Designer with extensive experience in making user-centric tools and creating design ecosystems that have proven to provide tremendous business value and exceed customer expectations.

I have a great history of solving business problems from SME projects up to fortune 500 companies, building innovative digital products for complex use cases, and delivering successful web applications for Banking & Finance, Retail, Telecom, Automotive, Education, Healthcare, and Real Estate verticals.

WORK EXPERIENCE

Product Designer

- Fannie Mae | Oct 2017 - present

UX Designer

- Amdocs - AT&T | Oct 2016 - Sep 2017

UX Designer

- PayPal | Aug 2016 - Oct 2016

Specialist - UI/UX

- Wipro - Citi, Capital One, Pearson | Feb 2007 - Jun 2016

Senior Graphic Designer

- Accel Frontline & MX Solutions | Dec 2001 - Jan 2007

Developer Graphics

- Avigna Technologies | May 2000 - Sep 2001

Animator - 2D

- Pentamedia Graphics | Aug 1998 - Apr 2000

EDUCATIONAL QUALIFICATION

Bachelor of Fine Arts (BFA) in Sculpture

Govt. College of Arts and Crafts | May 1996
University of Madras

Master of Business Administration (MBA) in Project Management

National Institute of Business Management | May 2014