

# Mohan Patcha

Greater Hyderabad Area

 [mohan.patcha@gmail.com](mailto:mohan.patcha@gmail.com)

 [linkedin.com/in/mohanpatcha](https://www.linkedin.com/in/mohanpatcha)

## Summary

Passionate and ambitious User Experience (UX) professional, with exceptional experience in enterprise applications. I have relevant experience of 14+ years across multiple domains in the I.T industry. Was responsible for Emotional Design, creating wireframes, basic and functional prototypes for multiple applications by using skills like Design Thinking, UCD Process, Understanding the user needs, User interviews, Creating personas, Functional workflow, Usability testing. I have good knowledge of B2B, B2C, eCommerce

## Experience

### **Lead Product Designer**

Harsco Global Service Centre

Jun 2022 - Present (1 year)

Quantitative Research, Qualitative Research, Observation, Field Studies, Diary Studies, Understanding, Analysis, Interviews, Surveys, Questionnaires, Card Sorting, Empathy mapping, Ideation, Personas, Wireframes, Prototype Design, Usability Testing, Click, Tree Testing, A/B Testing, UX Audits, User Mood Analysis along with Client Management, Sprint Management, Team collaboration, Workshop Management skills.

#### Responsibilities

I usually follow UX (user experience) research for the systematic study of target users and their requirements, to add realistic contexts and insights to design processes. I will adopt various methods to uncover problems and design opportunities. Conduct primary and secondary user research.

Conduct and evaluate quantitative and qualitative research.

Perform market and ethnographic research.

Work closely with cross-functional teams to identify and evaluate research topics.

Plan and implement user research strategies and methodologies.

Advocate research findings to diverse audiences through written and oral presentations.

Mentored and coached junior UX researchers on the team.

Perform usability studies with consumers.

Ask questions, gather data, and analyze data.

Use a diverse set of UX research tools

Clean Earth is a Waste Management Application for Desktop

Full Circle provides waste solutions that take our customer's operations into account and scale, utilizing our exceptional network and expertise. Recycling millions of tons of soil yearly, we are one of the nation's leading environmental remediation companies.

I am working for CORE and Connect+

- Creating a New Profile
- Manage Profile
- Invoice mapping
- Asset Management
- Asset Grouping

- Item Search
- Price Management
- Fulfilment
- Barcode Management
- Environmental & Waste Services
- Lab Packing
- Universal Waste
- Household HAZARDOUS Waste



## Senior Product Designer

Self-employed

Jan 2022 - Jun 2022 (6 months)



## UX Architect

eTeam

Nov 2020 - Dec 2021 (1 year 2 months)

Skillset:

Quantitative Research, Qualitative Research, Observation, Understanding, Analysis, Interviews, Surveys, Questionnaires, Card Sorting, Empathy mapping, Ideation, Personas, Wire-frames, Prototype Design, Usability Testing, Click, Tree Testing, A/B Testing, UX Audits, User Mood Analysis along with Client Management, Sprint Management, Team collaboration, Workshop Management skills.

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Description

Lowes is a Marketplace Application for Desktop

I am working for Item Managing and Vendor Management Module

- + Categories & Sub Categories (User can filter the product by using this)
- + Item Creation
- + Item Setup
- + Asset Management
- + Asset Grouping
- + Item Search
- + Price Management
- + Fulfilment

- + Packaging Hierarchy
- + Barcode Management
- + Enrichment
- + Item List (Simple look and feel with the details of Product Name, Weight / size, Price and cart )
- + Advanced Filter (Category, Brand, Price range, Colour, Age, Expiry, Discount, Bundle of )
- + Vendor Management
- + Vendor Badging
- + Vendor Rating



## **UX Architect**

### **Trianz**

Mar 2019 - Aug 2020 (1 year 6 months)

- + Project Management
- + Scrum Master
- + Creating PRD
- + UX Studio Portfolio
- + Design Strategy
- + Interpersonal Communication
- + Data Visualization
- + Design Principles
- + Heuristic Evaluation
- + Visual Design
- + Persona Creation



## **Design Lead**

### **Lollypop Design Studio**

Feb 2018 - Mar 2019 (1 year 2 months)

- + Project Management
- + Scrum Master
- + UX Delivery Management
- + Requirements gathering from the product management team.
- + Analyzing the requirement.
- + Creating Design Strategy.
- + Conducting user interviews.
- + Design Sprints Planning and Implementing.
- + Creating wireframes.
- + Creating personas for testing.
- + Visual Designing.
- + Interactive Designing
- + Assigning tasks to the team functional prototype.
- + Creating use case document and guideline documents for the development team.
- + Interaction with stakeholders.
- + Final Usability testing and delivery to stakeholders.
- + Attending for product demos and taking note of the customer requirement and changes.
- + And Big achievement is Team Handling. Successfully handled above 10 people in last couple of assignments.

## Senior User Experience Designer

Software AG

Sep 2015 - Apr 2017 (1 year 8 months)

- +Design the end to end UX of various software products within the portfolio of Software AG.
- +Understanding problems and features
- +Interviews with stakeholders, Competition analysis, UX surveys
- +Support user research and usability validation
- +Describe problems while doing brainwriting, clustering, voting
- +Create solutions while doing the crazy 8s, storyboarding, interaction design, prototypes
- +Usability Testing with Customers / Proxy customers
- +Communication with development, product management and customers
- +Creating guideline for development team

Projects:

- +webMethods Active Patterns
- +webMethods Partner Cloud
- +webMethods Cloudstreams

## Specialist UI/UX Designer

VSoft Technologies Pvt. Ltd.

Aug 2008 - Sep 2014 (6 years 2 months)

- +Understanding requirements
- +Preparing user interviews and conducting user interviews
- +Creating user flows and task flows.
- +Mapping the requirements as per UX process.
- +Creating wireframes for a better understanding of the requirements.
- +Performed usability testing with the designs.

Projects:

- +Core Banking Product
- +Internet Banking Product
- +Mobile Banking Product

## Senior Usability Engineer

VSoft Technologies Pvt. Ltd.

Aug 2005 - Aug 2008 (3 years 1 month)

- +Designing Web Sites
- +Designing Web application
- +Brochure Designing
- +Digital Collaterals Designing

## Web Designer

Zen IT solutions

Apr 2001 - Aug 2005 (4 years 5 months)

Web Designing & CD Presentation

## Education



### Human Factors International

CUA, User experience

2015 - 2015



### Human Factors international

Mobile UX, Mobile UX Designing

2015 - 2015

Mobile UX Process



### Sikkim Manipal Institute of Technology - SMU

MBA, Information Systems

2011 - 2013

MBA



### Image Creative Education

DMID, Graphics

1999 - 2000

DMID



### Andhra University

B.Com, Commers

1994 - 1997

B.Com

## Licenses & Certifications



Enterprise Design Thinking Practitioner - IBM



Certified Usability Analyst (Trained) - Human Factors International

## Skills

Design System • User Interface Design • Usability Testing • Information Architecture • Interaction Design • Usability Engineering • Wireframes • User Interface • Wire Framing • User Experience