

# KRUNAL ODEDRA

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## EXPERIENCE



**HP**

Senior Product Designer • Full Time - Contract

01.2021 - Present

Remote - USA

As a product designer for conferencing service (SaaS) platform at HP, I drive the alignment of design and User Experience by working with the dev, design, and product team. My primary role is to get involved in user research, take the research, identify opportunities and a solution, facilitate brainstorming sessions, shape the experience from end to end, and hand it off to a visual design for HiFi mocks. Turning a vision into a concept and then into reality.

- Leverage and establish interaction patterns within the constraints of the design system and HP ecosystem.
- Create thoughtful artifacts like wireframes, flows, sketches, IA, user journeys, and personas.
- Negotiating improvements to the user experience with the product managers, developers, and business stakeholders, which is a crucial part of an agile environment.



**NewWave**

UI/UX Designer • Full Time - Contract

06.2020 - 12.2020

Baltimore, MD

Owned end-to-end product design of Health Data Reporting, a data entry system for hospitals for the Federal Client (CMS). It was a new product being designed for the Federal Health IT sector leveraging Design System (USWDS).

- Translate govt. stakeholder requirements into user interfaces.
- Create thoughtful product wireframes, flows, information architecture, persona, and mock-ups.
- Successfully communicate ideas, design, rationale, and usage guidelines, both verbally and visually.



**Walmart**

Product Designer • Full Time - Contract

06.2019 - 05.2020

Bentonville, AR

Owned the ideation, conceptualization, and design of 3 Walmart's Learning Products: Deebo, Sovran, and Badgr-Admin. I also contributed to research for 3 products LearnIT, AMS, and ABSS. Active contribution to design system building and maintenance.

- Evangelize UX amongst technical teams who haven't worked with UX professionals before.
- Conduct & translate user research into Personas, Flows, Journey Maps, Info-Archi. and Wireframes.
- Work within Walmart's established design guidelines to ensure consistency across designs.
- Using agile practices, participate in weekly design critique sessions.
- Collaborate with team & stakeholders to understand and identify business requirements.



**Rocket Software**

User Experience Engineer • Full Time

09.2018 - 04.2019

Waltham, MA

Owned the redesign of an existing terminal-based DBMS tool called Db2 Admin tool, to transform it into an AI-driven GUI database admin tool that runs on IBM's mainframe system over the new ZOWE OS. Designed various tools like JCL processor, and Dashboard for DBMS.

- Design information architectures, taxonomies, components, wireframes & hi-fi prototypes that turn very complex systems into clear, navigable, and valuable applications for advanced users.
- Work closely with Engineering and Product Management to ensure UX goals are incorporated into project timelines and schedules.
- Lead the iterative design review process with project teams, acquiring approvals on designs.
- Ensuring consistency and proper implementation of IBM's Carbon Design System.
- User Testing and tightly integrating WCAG 508 compliance into the design early on.
- Embedding and conducting Accessibility user testing.



**SparkSoft Corporation**

Product Developer • Intern / co-op

10.2017 - 08.2018

Catonsville, MD

- Redesigned MockSpider (virtual integration tool) to improve UX followed by a usability test.



**CloudLeap Technologies**

UI/UX Designer • Intern / co-op

06.2017 - 12.2017

Baltimore, MD

- Carried out Usability Testing & Redesigned web experience for 3 federal clients.
- Built company's Brand-Identity: Logo, Capability Statements, Brochures, Posters, and Banners.



**Accenture**

UI Designer | Full Time

09.2013 - 12.2015

Bengaluru, KA, India

Served as a visual designer for the UX team; designing the standard and on-demand components based on the client style guide. Also contributed to usability testing and user acceptance testing

- Styling and Branding standard component based on client's custom needs.
- Gatekeeping and maintenance of UI style guide.
- Mobile first approach. Creating variation on components based on the responsive web-apps.
- Reviewed & Tested the Visual Designs.

## SKILLS

### UX Design

Ideation / Brainstorming  
Info Architecture  
Data Visualization  
Prototyping  
WireFraming  
Work Flow  
Storyboarding  
Mobile-First Approach

### UX Research

Usability Evaluation  
Contextual Inquiry  
Field Interviewing  
Persona  
Journey Maps  
Co-Design  
Data Analysis  
User Stories  
A/B Testing

### Tools

Figma  
Axure RP Pro  
Sketch App  
Adobe XD  
Miro  
Abode Illustrator  
UserZoom  
Zeplin  
JIRA / MS ADO  
Confluence

### Secondary Skills

Agile Methodology  
HTML, CSS  
JavaScript  
P5.js  
T-SQL  
VB, C# .Net, C

## EDUCATION

### University of Maryland, Baltimore County

M. S. Human-Centered Computing 08.2018

GPA: 3.4/4.0

### NMIMS University, Mumbai

B. Tech. Computer Engineering 05.2011

CGPA: 3.0/4.0

## AWARDS & ACHIEVEMENTS

### 2nd Prize : Rocket.Build - 2019

( A global hackathon organized by Rocket Software )

### One Rocket Chip - 4th Quarter

Recognition for adhering to core values of the company

### Outstanding Grad. Student Org. - 2018

President, Indian Grad Student Org(GSO) at UMBC

### Avanade Orange Award | Delivery Excellence

( Highest Honor in at Accenture | Avanade )

### Microsoft Certified Technology Specialist

SQL Server 2008, Implementation and Maintenance

## ACADEMIC PROJECTS

### University of Maryland, Baltimore County

Prototyping

Usability Evaluation (Girls on the Run - Central MD)

Graphic Design (The Flying Fruit Cafe)

Animation & JavaScript (Art Studio Course)



okrunal



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