

# KRUNAL ODEDRA

UX Designer | (443) 713-7715 | [krunal.odedra@live.com](mailto:krunal.odedra@live.com) | [www.krunal.design](http://www.krunal.design)

## EXPERIENCE



HP

Sr Product Designer | Full Time - Contract

01.2021 - Present

Spring, TX

As a product designer for conferencing service platform at HP I drive the alignment of design and User Experience by working with the dev, design and product team. My primary roles 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 to concept and to reality.

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



NewWave

UI/UX Designer | Full Time - Contract

06.2020 - 12.2021

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 Federal Health IT sector leveraging USWDesign System.

- Translate 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 in research for 3 products LearnIT, AMS, ABSS. Active contribution to design system building and maintenance.

- Evangelize UX amongst technical teams who haven't worked with UX teams before.
- Conduct & translate user research into Personas, Flows, Journey Maps, Info-Archi. and Wireframes
- Work within Walmart established design systems 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 design of conceptual product Db2 Admin tool, a AI driven visual database admin tool that runs on IBM's mainframe system over ZOWE operating system. Designed various tools like JCL processor, Dashboard for DBMS.

- Design information architectures, taxonomies, component, 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 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 design for the UX team; designing the standard and on-demand components based upon client style guide. Also contributed to in 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 responsive nature of web-apps.
- Reviewed & Tested the Visual Designs.

## 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

## SKILLS

### UX Design

Graphic / Web Design  
Prototyping  
Info Architecture  
WireFraming  
Work Flow  
Data Visualization  
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

## AWARDS & ACHIEVEMENTS

2nd Prize : Rocket.Build - 2019

( a global hackathon organized by Rocket Software, Inc. )

One Rocket Chip - 4th Quarter

Recognition for demonstrating 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)



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