

Deepak Krishnan

People-focused UX leader, designer, mentor, & problem-solver

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SUMMARY

UX leader with over 16 years of experience, helping software design teams solve complex problems for the world's best brands across Consumer, Enterprise, & B2B environments. Proven track record in building highly cross-functional and collaborative design teams that empower businesses to provide best-in-class customer experience

Strategy • Team Management • UX workshops • Prototyping • Wireframe & Visual Design
Stakeholder Management • Project Management • User Research • Usability Testing
Information Architecture • Vendor Management

INDUSTRY EXPERIENCE

PRESENT Carrefour - Majid Al Futtaim
DEC 2019 Senior Manager UX

Building & mentoring a team of UX designers, defining and implementing strategy, principles, process, culture, mechanisms and ways of working across product squads and engineering teams. Provide feedback on creative artefacts and align with cross-functional teams and stakeholders on project priorities, status, risks, and accomplishments

Domain: Retail, In-Store, E-Commerce

NOV 2019 Accelya (Previously Mercator a division of Emirates)
JAN 2017 UX Design Lead

Lead a team of UX/UI designers, review designs and provide feedback, work closely with the research team to define consumer scenarios to test products and collaborate with the product, engineering and marketing team to find the most effective way to improve customer experience and meet business KPIs

Domain: Aviation, Cargo & Logistics, CRM, Revenue Accounting, Loyalty Programs

DEC 2016 Al-Futtaim - Consumer & Customer Communications
MAR 2012 Senior UX Designer

Create elegant and customer-focused designs that provide a superior customer experience working in close collaboration with business, product, technology, and design teams across locations.

Domain: Automotive, Real Estate, Information Technology, Hospitality, Consumer & Customer Communications

FEB 2012 Equity Advertising
MAR 2010 Digital Art Director

Interpret business needs and client briefs and turn them into compelling creative solutions, oversee multiple projects, and lead the creative team including art directors, copywriters, content strategists, graphic artists, and designers. Relay creative concepts to design teams and stakeholders.

Domain: Banking, Servicing Industry, Information Technology, Analytics

FEB 2010 EasyStands Ltd. UK
JUL 2008 Sr. Web Designer /Project Manager

Plan and designate project resources, prepare budgets, monitor progress, and keep stakeholders informed. Work closely with the creative team to visualise, implement, track, analyze and optimize all web and online campaigns.

Domain: Banking, Servicing Industry, Information Technology, Analytics

EXPERTISE

Building and leading the digital experience team by mentoring, coaching and reviewing performance

Drive the digital experience strategy by defining the principles, process, culture, and mechanisms

Support digital's vision & strategies and lead efforts to enhance digital experiences across channels

Establish and follow up on the critical digital experience indicators that are aligned with the digital performance and overall business performance indicators/ KPIs, and OKRs

Facilitate workshops, surveys, and interviews to verify both business goals and user needs

Lead & create personas, journey maps to understand/validate the profile & workflow of the target users

Effective communication with cross-functional teams and stakeholders on project priorities, status, risks, and accomplishments to ensure the overall project goal alignment

EDUCATION

Master of Business Administration (MBA) - 2012
Shobhit university, Meerut, INDIA

Bachelor of Arts (BA) - 2003
Calicut University, Calicut, INDIA

Advance Diploma in Multimedia (ADIM) - 2001
Arena Multimedia, Pune, INDIA

CERTIFICATION

- Design-Led Strategy: Design thinking for business strategy and entrepreneurship
- Design Thinking for Innovation
- Adobe Certified Expert – ACE
- Agile Meets Design Thinking
- Google Studio Certified + HTML5
- Introduction to User Experience Design
- Work Smarter, Not Harder: Time Management for Personal & Professional Productivity

INTERESTS

Art, Photography, Music & Musical Instruments, Traveling, Food & Astrophysics

References available on request.