SHIVARAM KOTARI
SENIOR DESIGN PROFESSIONAL

Product Lifecycle Management | Project Management | Product Strategy | Client Relationship Management

Proven track record in forging strong relationships with strategic partners across multiple organizational levels, developing & launching innovative products for key clients

PERSONAL

✉ shivaram_kotari@hotmail.com

📱 +91-8861002847

CORE COMPETENCIES

Product Lifecycle Management

Strategy Planning & Execution

Project Management

Client Engagement

Product Development/ Innovation

Service Delivery Management
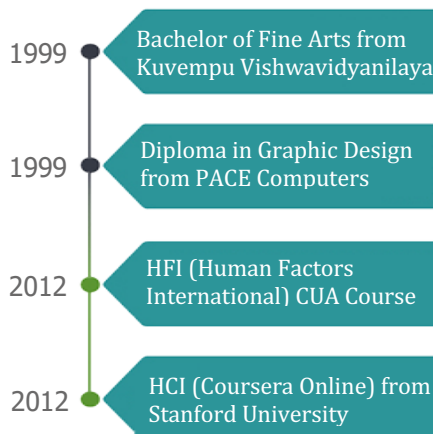
Branding & Promotions

Profitability Management

Requirement Gathering & Analysis

Team Building & Leadership

PROFILE

❖ **UIUX, Design Function, Brand Marketing and Visual Design Manager** with **over 19 years** of experience in large engagements **designing high-end UIs** that accomplish the specific product and business objectives for Cisco, Synamedia, SumTotal Systems and their direct customers

❖ Impressive success in managing a broad range of **consumer and enterprise products** including Companion Devices, Web, Desktop Software, Mobile Devices, Consumer Electronics and so on for Interactive TV Application, (EPG) UI

❖ Strong **project management, project lifecycle & deployment implementation, analytical and training skills** that have resulted in repeated success in leading design & launch of leading-edge solutions; **analyzing market trends** to provide critical inputs for formulating and executing **marketing strategies**

❖ Participated in various phases of **product lifecycle** right from information architecture, requirement gathering & analysis, effort estimation, wireframes, styles guides, look-and-feel, final layout and redlines for maintaining quality

❖ Skilled in all aspects of **User Experience, Corporate & Product Branding** with rich experience in interaction design, visual design, usability, user research and content development; applied principles to drive the design of products that fully support end-user needs while also achieving the business vision & profitability

❖ Interfaced with management & client and **identified product needs**; bridged the gap between functional groups and technology to foster targeted & innovative solution development; **client-centric professional** with exposure of managing key clients such as Etisalat, Vodafone, Astro, GET, YES, T-Mobile, OI Brazil, Sky Mexico, Sky NZ, Airtel, Videocon, Tata Sky, Bein, Hathway & many more

❖ Expertise in conceptualizing, planning & organizing **brand development and promotion activities** and delivering User Experience definition through **brand expressions & visual design style guides**; developed **online promotional materials** like Email Templates, Banners, Landing Pages and Micro-sites, thereby ensuring **better search engine ranking** and **generating prospective leads**

❖ **Excellent management skills**, capable of leading & motivating teams and engaging with cross-functional individuals to maximize levels of productivity
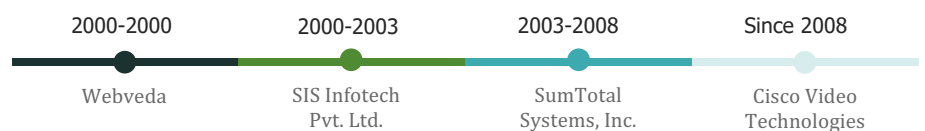
EDUCATION

1999 — Bachelor of Fine Arts from Kuvempu Vishwavidyanilaya

1999 — Diploma in Graphic Design from PACE Computers

2012 — HFI (Human Factors International) CUA Course

2012 — HCI (Coursera Online) from Stanford University

SKILLS

Planner
Innovator
Thinker
Communicator
Collaborator
Change Agent

CAREER TIMELINE (RECENT 4)

2000-2000	2000-2003	2003-2008	Since 2008
Webveda	SIS Infotech Pvt. Ltd.	SumTotal Systems, Inc.	Cisco Video Technologies

WORK EXPERIENCE

Synamedia (Formerly, Cisco Video Technologies)   **Since Oct'08**
Manager- User Experience Design

Exhibited leadership in defining Infinite Video Platform (IVP) along with the team and cross-functional organizations. Deployed IVP product to 7+ customers across globe with across devices including mobile & Tabs

Drove 1 Product Evolution UI, creating 3 Product Evolution UI Versions, customizing 30 Customer Projects (Branding & UI Integration), deploying 70 Customer Projects Worldwide which was experienced by 100+ million users worldwide.

Key Result Areas: (As Manager - User Experience Design)

- ❖ Currently managing all platform products of Synamedia and configuring/ customizing the same for customers on OTT and DTH across devices.

- ❖ Driving customer engagements on UX deliverables and Infinite Product/UX pitch to the customers

- ❖ Analyzing user needs and product requirements for determining feasibility of design within time & cost constraints; consulting with clients about product UI design & maintenance and launching product

- ❖ Acting as Change Agent and influencing the design of next generation user experience standards (i.e. reusable navigation schemes, components and templates) across the company's products, ensuring a consistent, appealing and dynamic customer experience

- ❖ Applying agile methodologies for daily project deliverables; interfacing with customers to present graphic/ design concepts, shape requirements, features and end products

- ❖ Facilitating the execution of holistic approach to all digital touchpoints; actively participating in all aspects of user experience from research and concept through documentation & testing

- ❖ Collaborating with senior management to create product plans feature development and roadmaps

- ❖ Working with Product Managers and coordinating cross-functional teams to produce & review Product Requirements Documents (PRD) and Brand & Design Guidelines

- ❖ Devising Project EPG concepts, New EPG Features (on customer demand) New EPG Themes and Concept Demos

- ❖ Conducting system study, R&D brainstorming sessions & design reviews; coordinating with team members for product documentation, system design & integration based on market requirement

- ❖ Establishing creative briefs, information architectures, EPG prototypes, design concepts to ensure optimal finished product

- ❖ Identifying defects, questionable functions, errors & inconsistencies in product functions, outputs and content for the betterment of development process

- ❖ Representing UX Team inn and outside (Customers) Cisco for explaining or brainstorming any requirements

- ❖ Developing project baselines; monitoring & controlling projects with respect to cost, resource deployment, time over-runs and quality compliance to ensure satisfactory execution of projects

- ❖ Collaborating with R&D, Marketing, Product Marketing, other teams & customers across US, Europe, EMEA and Asia Pacific for all Product GUI and other creative requirements

- ❖ Developing competency among the team members; setting individual goals and conducting interviews to recruit the right talent & resources

- ❖ Mentoring & monitoring the performance of team members to ensure efficiency in process operations

Highlights:

❖ Bagged Only You Can CISCO BU Line Award for ensuring successful Brand integration & EPG UI UX for LATEM Customers in 2010

❖ Defined UI for Evolution product and created three different product version of Evolution (Charcoal, Twilite and Wavy), which are being used by millions of customers, across the world

❖ Successfully managed customers on deploying & delivering Infinite product along with across devices of Synamedia's customers like Etisalat & it's subsidiaries across Middle EAST and NORTH AFRICA, Sky New Zealand, Astro, Malaysia, GET Norway, YES Israel, Vodafone Germany & so on

❖ Rendered creative recommendations to expand product base & vision

❖ Steered the execution of technology innovations, automation and speed to market solutions

❖ Headed User Experience Design Team and acted as a prime POC for all Project UI Customization, Brand Customization for the customers

SumTotal Systems, Inc.   **Oct'03-Oct'08**
Asst. Manager Creative Services – Marketing

Highlights:

❖ Was, solely responsible for Corporate Branding & Identity, Marketing Collaterals, Product Promotion, Advertising Media, Print Media and all product concept designs

❖ Monitored and mentored teams' creative professionals, brainstorming sessions, design reviews and production process to ensure that creative deliverables exceeded marketing expectations within set brand guidelines.

❖ Developed creative briefs, information architectures, Web site prototypes, design concepts, site copy and production guidelines to ensure optimal finished product.

❖ Was responsible to create event & Tradeshows' posters, Customer Conference websites, Microsites, Landing pages, email marketing campaigns and many other creative deliverables for product promotions.

❖ Coordinated remotely and directly with Marketing, Product and other teams in US, Europe, EMEA and Asia Pacific for all marketing and other creative requirements Coordinated remotely and directly with Marketing, Product and other teams in US, Europe, EMEA and Asia Pacific for all marketing and other creative requirements Coordinated remotely and directly with Marketing, Product and other teams in US, Europe, EMEA and Asia Pacific for all marketing and other creative requirements.

❖ Product packaging and concept design for SumTotal Enterprise Suite, Talent Development Suite, ToolBook products Designed and execution of more than 100 magazine ads for publications, posters, online ads, direct mailers.

❖ Coordinated with product development team for UIUX and product designs reviews. Coordinated with product development team for UIUX and product designs reviews.

SIS Infotech Pvt. Ltd.   **Oct'00-Mar'03**
Graphic Visualizer- WTG

Webveda   **Apr'00-Oct'00**
Web Designer

Shathabdi Graphics   **Sep'99-Mar'00**
Creative Designer