

# Ananth Pai

I'm furiously passionate about good design.

## UX DESIGN INTERNSHIPS

### **Microsoft IDC** July – Dec '17

I worked on designing a new travel experience for Bing. The project involved all the stages of product design, including research, ideation, and wireframing culminating in a web-based product for desktop and mobile.

### **InfoEdge (Naukri.com)** May – July '17

I worked on an end-to-end project involving research, ideation, wireframing, and prototyping, culminating in a mobile app.

## WORK EXPERIENCE

### **GoZoomo.com** Feb – July '15

#### UI/UX Designer, Front-end Developer

Being in a peer-to-peer online used car marketplace startup funded by SAIF Partners allowed me to work on the UI and UX of the GoZoomo web app, mobile apps, as well as some marketing campaigns.

### **Icicle Technologies** June '14 – Feb '15

#### UI/UX Designer, Front-end Developer

Fresh out of engineering college, my first job as a designer at this web services company allowed me to refine my graphic and UI skills, learn front-end web technologies, and even ship to production.

## CONTACT

**ananthpai.com**  
+91-8095128680  
ananth.610@gmail.com

## EDUCATION

2015 – present  
**National Institute of Design**  
MDes (Information Design)

2010 – 2014  
**Manipal Institute of  
Technology**  
BE (Mechatronics Engineering)

Till 2010  
**School**  
Mithibai College (XI, XII)  
Lilavatibai Podar High School

## SKILL SETS

| Skills                 | Tools               | Technologies     |
|------------------------|---------------------|------------------|
| User Interface Design  | Sketch              | HTML5            |
| User Experience Design | Adobe Photoshop     | CSS3             |
| Web Design             | Adobe Illustrator   | LESS, SCSS, SASS |
| Wireframing            | Adobe After Effects | Bootstrap 3      |
| Front-end Development  | Inkscape            | jQuery           |
| Graphic Design         | GIMP                | Snap SVG         |
| Data Visualization     | Invision, Marvel    | Git              |

## KEY STRENGTHS

- Keen eye for **attention to detail**
- Exceptional **visual design skill** with an emphasis on typography and gestalt
- Strong **web development skills** with an emphasis on responsive UI
- Self-motivated with a desire to learn **outside the comfort zone**
- Focused on a **user-first approach**
- Strong **communication** and presentation skills

## GOING FURTHER

From 19–23 January 2016, I was given the opportunity to **conduct a workshop** on Front-End Development and UI/UX Design for desktop web applications at JSS Academy of Technical Education, facilitated by ExpertsHub. I covered the **process for designing** desktop web applications, and **implementation** using HTML5, CSS3, and Bootstrap.

**Playing guitar and singing** is my pastime passion. I enjoy experimenting with different styles, from percussive fingerstyle acoustic guitar and jazz improvisation to classic rock and extreme progressive metal.

During my time at MIT Manipal, I participated in several activities to understand design better. This included a poster and tshirt **design startup** (Poster Anna), working as a **graphic designer** for IEEE, **freelancing** graphic design projects, working on **client projects** for WLS Solutions, and being a member of the official **Editorial Board**.

I'm also keen on learning how to better **appreciate art and design** in all its forms — including typography, classical and jazz music, cinematography, photography, psychology, linguistics, and philosophy.