

Profile  
of

**Prabhakaran.G**

# Page of Contents

## 1. Introduction

- 1.1. Overview
- 1.2. Roles

## 2. Role: Creative Designer

- 2.1. Overview
- 2.2. Responsibilities
- 2.3. Tools
- 2.4. Creative Design Portfolio

## 3. Role: Interactive Designer

- 3.1. Overview
- 3.2. Responsibilities
- 3.3. Tools
- 3.4. Interactive Design Portfolio

## 4. Projects

- 4.1. Creative Design Projects
- 4.2. Interactive Design Project

## 5. Professional & Contact Information

- 5.1. Professional Experience
- 5.2. Recommendation
- 5.3. Interest
- 5.4. Contact

# Overview

Hi, I am Prabhakaran.G from India, born from an artistic background, which is a really strong foundation for me in this creative field, I pursued B.E in Electical & Electronics Enggineering at Chennai University and Diploma in Multimedia & Web technology at ZedCa Academy. I have been travelling nearly 8 years of experience in this creative line along with wide range of Clientele. I have passionate over the design & a desire to collaborate with a creative & innovative team, sharing ideas to produce outstanding solutions.

## Roles

“Design is not how it looks like or feels like, Design is like how it works” – Steve Jobs. This quote made my career to drive towards playing in two roles, Creative designer and Interactive designer which is very challenging, interesting and innovative. Following are the tasks which I do in my day-day life. You can view more details about each roles & works in the up coming screens.



### Creative Designer

Understanding IA & End-Users

Designing Corporate / Products / Education, Blog & Others

Designing Logo, Business Card, Letterhead, Envelope, etc...

Print Materials – Banner, Offline/Online Brochure, Flyers, Whitepaper, Casestudies, etc...

Creation of Powerpoint slideshows for Business/Corporate Presentation

Illustration, Converting Business Diagram/Flow in to Visual design



### Interactive Designer

Understanding Business requirements

Creation of User Scenarios based on Personas

Creation of High level design, Wireframing

Creation of Click through Prototype & Icons

Creation of Click through Interaction Patterns

Creation of Design Guidelines for UI

Creation of GUI for Web/Desktop Application & Icons



# Creative Designer

As a creative designer I have worked with multiple projects and with various clients, starting from Logo, Corporate Identity, Branding, Collaterals, Website and some more design works, these are the main areas that I have worked on. Following are the responsibilities and tools where I had been traveling with them for nearly 8 years and still continuing.



## Responsibilities

Strong conceptual skills in layout and design.

Creating eye-catching visuals and then co-ordinate and oversee the production from beginning to end.

Knowledge of design principles, composition, color theory, brand adherence, and a soley creative background are all huge pluses.

Leads design projects, critiques work and approves final design executions

Reviews and approves designs developed by staff and presents final layouts to client for approval.

Attention to detail and ability to work collaboratively

Ability to provide creative inspiration and motivation

Challenges and innovates new methods of creative execution

Introduces fresh ideas, concepts and approaches

Responsible for the overall quality of work produced by the creative department

Inspires creative team to constantly strive for excellence in the work they produce and maintains a positive creative design culture

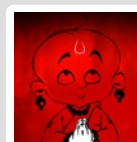


## Tools

Website: Photoshop, Flash, Illustrator, Dreamweaver, HTML, CSS and Javascript

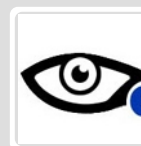
Logo and Collaterals: Photoshop, Illustrator, Flash, Coreldraw, MS-Powerpoint

## Creative Design Portfolio



Thirdeye Media

[View Project](#)



Eyedeal

[View Logo](#)



Accel

[View Collaterals](#)



# Interactive Designer

As a interactive designer I have made most of my clients and users most happy by playing this role. I am involved in creating Mock up screen flows, Design Pattern, Visual Design, Prototype, Icons & Illustration.



## Responsibilities

Leading the visual and interaction design for new and existing software applications.

Understanding user requirements and UI specifications based on the business requirement document (BRD).

Develop prototypes to demonstrate user interaction for customer testing and research.

Develop mockups to facilitate communication.

Create design alternatives for the new feature or software application.

Identifying and tracking usability issues and making design recommendations.

Good knowledge of Windows software and User Interface standards.

Participate in customer research activities to understand customer requirements and expectations

Participate in global cross-site feature design meetings to understand detailed architecture and software functionality

Continued learning of up-to-date UI technologies, and recommending the best technologies for UI designing.

Ability to collaborate effectively with members of a software development team.

Good organizational, scheduling, and tracking skills.



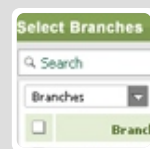
## Tools

Prototype: Dreamweaver, Photoshop, HTML, CSS, Javascript

Visual Design & Icons: Photoshop, Illustrator & Illustrator

Mockup Design: Microsoft Visio / Powerpoint / Word

## Interactive Design Portfolio



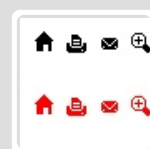
Design Pattern

View Interaction Design



User Requirements

View User Scenario



Icon & Illustration

View Icons

# Major Assignment

## Thirdeye Media

(Studio Website)

**Role:**

Creative Designer and Team Leader (TL)

**Responsibilities:**

Conceptualization, Storyboard, Illustration, Layout Design & Co-ordination with team members

**Projects Details:**

Design Studio showcasing all types of media work

## Imaging

(Desktop and Web based Application)

**Role:**

Creative/Interactive Designer, Usability Analysis, HTML Developer

**Responsibilities:**

Understanding BRD, Creating User Scenario/Use cases, Mockup Screen flow/Wire frame Design, Prototype Design & Supporting Development team

**Projects Details:**

Go-paperless/Green, this can be the one word explanation for this project.

Features: User can Scan/Browse & upload documents, Search documents, Holding documents which goes for disposition, Viewing/Sharing/Bulk Copying documents, Adding/Sharing Notes to document and more to come.

## Wipro Infotech

( Corporate Website)

**Role:**

Creative Designer and Team Leader (TL)

**Responsibilities:**

Conceptualization, Layout Design & Co-ordination with team members

**Projects Details:**

CMMi Level 5 Corporate company showcasing their IT Values and Core Demands.

## Enterprise Portfolio Management

( Web based Application)

**Role:**

Creative/Interactive Designer, Usability Analysis, HTML Developer

**Responsibilities:**

Understanding BRD, Creating User Scenario/Use cases, Mockup Screen flow/Wire frame Design, Prototype Design & Supporting Development team

**Projects Details:**

Showcasing the portfolio of Advisors, Investors/Clients.

Features: Summary of Advisors, Advisor Profile, their respective Clients/Investors/Relationship, and the corresponding Accounts, Transactions, Holdings and Performance Reports and more to come.

Note

Project mentioned here are only for references.

To view more works feel free to contact me at [prabhakaran\\_g@hotmail.com](mailto:prabhakaran_g@hotmail.com)

# Professional Experience

Employer	Designation	Duration
Inautix Technologies India Pvt LTd	Senior Designer	Aug' 07 – Till date
Pepper Square Pvt Ltd	Senior Visualizer (TL)	June 06 – July 07
Accel Frontline Technologies	Creative Designer (TL)	May 05 – May 06
American cybersystems inc.	Creative designer (MTS – Contract)	July 04 – May 05
Teledata informatics india ltd.	Consultant Graphic Designer (6 months contract in Bangkok)	Feb' 04 – July 04
Thirdeye media pvt. Ltd.	Graphic/Web DESIGNER	May 01 – Feb' 04

## Recommendation

### Suraj Naik, Senior Usability Engineer

I am having a great pleasure of working with Prabhakar at I|Nautix USA. On my first day there I identified him as a person of warmth and character. His role in the UX team was one that was far too deep in the trenches for a person of his outgoing and caring personality. As time went on in our cube farm experience, I learned that prabhakar is a multidimensional individual with great depth and knowledge. He is amazingly creative and driven to do brilliant work. His passion for his work is only surpassed by his caring personality that truly shows through in everything he does. I can strongly recommend Prabhakar as a person of the highest character and work ethic; He is an asset to any team he works with!

### Sujith Nair, Project Manager

Leo- that's what we call him- is one of the brightest and most talented designers I've had the pleasure of working with and has an amazing ability to translate client's thoughts into UI. Leo has a wonderful ability to listen patiently to what you're wanting and then use his creative abilities to produce a top class result. His professionalism, dedication and eye for detail will no doubt impress anyone. I would definitely recommend him for any of your graphic design needs. He would be a great addition to any team.

[View more recommendations](#)

## Interest

Oil Painting  
Photography & Video Shooting  
Meditation  
Fashion Designing

Sketching and ART works (IN PHOTOSHOP)  
Forums & Blogs

## Contact

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