

# ashoomi dholakia

Interaction | Usability | Visual Communication

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<http://ashoomid.com>

## Work Experience

### Manhattan Associates – Atlanta

August 2011 - Current

*Sr, User Experience Designer*

- Worked on multiple Manhattan products ranging from Distributed Selling (Call Center Application), Transportation Management, Labor Management & Warehouse Management Work monitoring.
- Participated in end-to-end projects by ensuring user experience and business objectives are met from the point of project initiation, through discovery, definition, concept development, and refinement.
- Communicate user experience to various stakeholders in the organization, such as, product management, developers, and BAs through compelling wire frames, prototypes, visual aids and story boards.
- Delivered compelling visual user experience through highly interactive user interfaces that spans a range of devices from desktop systems to tablets to smart phones. Created designs and behavioral specifications for the developers and business analysts.

### Eastman Kodak – Rochester New York

January 2011 - March 2011

*Interaction Designer - Digital Consumer & Devices User Experience Group*

- Assisted with revising layout, commercialization process, defining screen transitions & creating prototypes for Kodak Play Touch. Created design specifications for the quick reference of the developers.
- Received experience in working with different groups like Industrial Design and Human Factor, where I got to explore different aspects of developing a camera.

### Rochester Institute Of Technology – Rochester NY

August 2008 - Feb 2011

*Graduate Assistantship with Prof. Adam Smith*

- Developed prototype for a typography database for design students.

## Area Of Interest

User Experience, Interaction Design, UI Design, Mobile UI And Interaction, Visual Design, Behavioral Documentation, Visual Specs, Information Visualization, Workflow Designs, Usability Testing.

## Skills and Knowledge

### Research

- *Analytical:* Requirement Gathering, Use Cases, Generating Conceptual models.
- *User Interface:* Persona, Scenario-making, Use Case Development, Task-flow, Paper Prototyping, Brainstorming.
- *Design:* Story boarding, Sketching, Wireframing, Motion graphics, Animation, Transitions, Interactive Prototyping, Visual design.

### Design Software

Visio, Axure, Balsamiq  
Adobe Illustrator, Photoshop, Dreamweaver, Indesign, After Effects, Premiere, Corel Draw, Autodesk Maya, 3Ds Max, MS Office

### Programming

HTML, CSS3, basic jQuery & Java Script

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## Work Experience continued

### Fisher Price – Vizlab Intern

2010 Summer

*Design Visualization Specialist*

- Collaborated to create engaging promotional videos for the web and point of purchase.
- Responsibilities included story-boarding, directing, adding graphics and animation to the videos. Adding typographic elements and enhancing the video was a key element of my design.

### Graphic Communication Concepts Sudarshan Dheer – Mumbai, India

June 2003 – June 2008

*Sr. Graphic Designer*

- Designed Corporate Identities, websites, signage, events, corporate literature and corporate brand manuals which include the design standards which the company follows to maintain its image and identity in the market.
- Worked on the GUI for a textile machine interface. The aim of the GUI was to provide guidance on how to use to the machine and steps they have to follow before starting the machine.

### • Other Freelance Projects

Event design, Brochure Design, Book Design, Logo Design, Brand Manual, Motion Graphics.

## Education

### General Assembly - Atlanta

September 2015 - December 2015

Front End Web Development (HTML, CSS3, jQuery)

### Rochester Institute of Technology – Rochester NY

Aug 2008 – May 2011

Masters of Fine Arts in Computer Graphics Design (Animation and Interaction Design)

### Sophia-Shree B.K. Somani Polytechnic – Mumbai India

June 1998 – May 2003

Degree: Bachelors of Fine Arts in Applied Arts (Advertising and Graphic Design)

## Other Activities

### • Organization

Co-facilitator to April Grieman & Massimo and Lella Vignelli for Workshop on Environmental Graphics at International Council of Graphic Design Associations (ICOGRADA) – Mumbai, India

- Work published in two issues of Almanac China Designers Catalogue, 2005 & 2006.

### • Awards

2nd position with a team of 6 people at Manhattan Associates for a FedEx day Competition.  
3rd place : Photo competition organized by Cidco to promote Architecture of New Bombay, India.  
3rd place: Poster Competition Social Issues for teenage pregnancy for Nair Hospital, Mumbai, India.