

SUMIT BULAKH

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Self-motivated Project Lead/Scrum Master, UI/Functional Expert and currently a UI/UX Lead with nearly 9 years of insightful experience in Creative Services, User Interface Design, Web Design & Development and Internet Marketing industry

"Strong credentials in Identifying Clients' Requirements; Professional Web Solutions, Creative Website Design and Development, User Interface Designing, SEO/SEM; Delivering Quality Services and Ensuring Customer Loyalty"

Recipient of several awards and recognitions throughout the corporate career

OBJECTIVE: Proactive decision maker, keeping well-versed with the latest web technologies and seeking challenging job opportunities as **Project Lead** or **Scrum Master** or **UI/UX Lead/Internet Marketing/Marketing & Communications/Functional Expert** with a well-established and globally reputed organization in IT / ITes sector, by utilizing the following strengths...

- ⇒ User Experience (UX) Architect focused on collaboratively understanding, interpreting, and visualizing the requirements in a way that drives decision making, shared vision, and design innovation.
- ⇒ Skilled in leading Interactive Designers & Developers using both Agile/Waterfall methodologies and utilizing knowledge in virtual environment, offshore-onsite model and production practices.
- ⇒ Efficient team leader, combining sound communication, interpersonal, presentation, motivational and problem solving skills with analytical & leadership capabilities to enhance organizational objectives.
- ⇒ Extends diverse and cross functional experience in project management & delivery, application design & development, client relationship management, conflict management and resource management.
- ⇒ User Experience (UX) Architecture, Design and UX Strategy, Design analysis, User Centered Design, Wireframes, Information Architecture, Prototypes- Low/High Fidelity, UI Standards, User Journey, User needs analysis, Visual Design, Usability testing, Responsive design, Heuristic evaluations, Accessibility and best practice guidelines.
- ⇒ Possessing exposure in designing and developing web-based workflow management applications including websites and desktop applications.
- ⇒ Vast experience of providing offshore web development outsourcing services to enable and empower any business make its presence on the web.
- ⇒ Demonstrate expertise in design and development of web based applications using ASP, VB, HTML5, XML, Advanced CSS, JavaScript, AJAX and jQuery.
- ⇒ Expertise in creating content management (CMS) based SEO ready websites using Wordpress, Joomla, Drupal etc. and e-commerce solutions using osCommerce, Magento, Cubecart, Zen cart etc.
- ⇒ Search Engine Marketing (SEM), Social Media Optimization (SMO), Web Analytics, Market Research including online consumer behavior, understanding Search Engine behaviors, etc.
- ⇒ Adroit in graphic and web designing of websites using Adobe Master Collection suite.

Academics

- PG Diploma in Business Management (Customer Relationship Management), Symbiosis (2011)
- PG Diploma in Advanced Computing (Advanced Computing), MET-IIT, National Resource Centre of C-DAC (2006)
- Bachelor of Engineering (Mechanical Engineering), Pune University (2005)

Career Highlights

- Consistent high performer throughout the career with exceptional performance ratings.
- Received 2 Exemplary Effort Awards for successful development of SMART Workflow Tool and Global Consulting Insights website on SharePoint 2003 platform.
- Won 2 Regional Applause Awards for development of BRC Workflow Manager and Services Quality website on SharePoint 2003 platform.
- Received 2 Certificates of Appreciation for designing of Front Door / Menu of Services website and Product Playing Cards for Global Methods and Tools.

- Received Team Terrific Award for joint effort on successful migration of the manufacturing site on DeloitteResources platform.
- Attained Certificate of Excellence - Mastery in TOEIC (Test of English as International Communication) -- Communication Skills Assessment.

Technical Skills Set

- **Operating systems:** MS Win XP / Vista / 7 / Mobile, UNIX, Macintosh
- **Languages:** HTML5, CSS3, Bootstrap, JavaScript, jQuery, Java Server Pages, AJAX, AngularJS, PHP, Visual Basic, XAML, SQL, MySQL, XML, XSLT, Silverlight, Advanced Cascading Style Sheets
- **Applications and Tools:** Wordpress, Joomla, Drupal, osCommerce, Zen Cart, Magento, Cubecart, MS Expressions Blend 4 + Sketchflow, MS Expressions Web 4, MS Expressions Design 4, MS SQL Server Adobe Master Collection CS6 (Photoshop, Fireworks, Dreamweaver, Illustrator, InDesign), MS Visual Studio 2008, MS SharePoint 2003/2007, MS Visual Basic, MS Office 2007/2010, MySQL, MS Internet Information Server7

Professional Experience

Accenture Ltd. (Aug 2014 – till date) UI/UX Lead, Confidential client

Key Profile: Leading a team of UI/UX designers and developers to plan, prepare, design and create extensive user interfaces in Agile environment, acting as deputy scrum master, for one of the top projects in Accenture Digital.

- Playing key roles in creative brainstorming and design production templates.
- Collaborate with cross functional teams at Accenture and the client-end to create vision, conceive designs and to ensure high quality UI product that is delivered on time, on budget and completely as per specifications
- Performing a wide variety of visual design functions and tasks
- Established trusting relationships with colleagues and manage teams
- Web responsive & mobile design while supporting cross-platform development
- Working and improving existing UI code quality, design optimization and enhancing the user experience
- Designing new reusable templates/code snippets and build code repositories to reduce project timelines and costing in the Agile environment

Independent Consultant (Jan 2012 – till date) Web Design and Development, Internet Marketing Expert

Key Profile: Offer particular expertise in website design and development, with an in-depth proficiency in rich media and content management systems.

Consulting Skills

- Excellent communication skills with all levels of management and peers
- Experience in creating Wireframes, Information Architectures, and Application Workflows
- Problem solver and careful attention to detail and procedures
- Patient and mature judgment, resulting in superior client relationships
- Complete understanding of conceptual, technical, and production processes for the online industry
- Strong project management and organization skills

Designing Skills

- Translate client's business objectives into solid visual concepts
- Design online applications by balancing usability and accessibility with timeless, user-centered design
- Proficient in all industry-standard design tools

Development Skills

- Developing SEO ready websites using content management systems like Wordpress, Joomla, Drupal etc.
- Providing eCommerce solutions to small scale businesses using Wordpress, osCommerce, etc.
- 8+ experience hand coding standards-compliant (X)HTML and CSS (1, 2 & 3), Cross-browser and cross-platform compatibility, Tableless design, Producing sites to WAI guidelines.

- Adroit in coding using web technologies like HTML5/DHTML, Bootstrap, CSS3 JavaScript, jQuery, AJAX, PHP/MySQL, Angular JS, Terrific JS

To view a detailed portfolio of the work done, visit <http://sumcreativity.com/#/portfolio>

Netlocal Australia/Sam's Web Studio (Jan 2012 – Aug 2014) Project Execution Manager – Web Design and Development

Key Profile: Joined an Australian startup firm to establish its complete system at initial stages and currently work as project execution consultant.

Project Execution Manager

- Responsible for interacting with business stakeholders, identifying their business requirements and expectations.
- Leading a team of designers and developers to create attractive SEO ready websites with designs focusing on specific business requirements and meeting global/local usability standards.
- Creating Corporate Brand Identity for small businesses and Design within brand standards as well as to streamline communications with cross-functional teams.
- Coordinating with web designers and programmers to ensure that the prototype webpages are well in accordance with the client specifications and guidelines.
- Applying Social Media Optimization through Facebook, Twitter and MySpace etc. by creating and advertising Business Pages.
- Conducting search engine optimization (SEO) and search engine marketing (SEM) efforts for clients, including traffic analysis and reporting.

Deloitte Support Services India Pvt. Ltd., Hyderabad (Aug 2006 – Jan 2012) Senior Analyst (Team Lead) (Sep 2010 – Jan 2012)

Career Growth:

- > **Senior Analyst** (Sep 2010 – Jan 2012)
- > **Analyst** (Sep 2008 – Aug 2010)
- > **Associate Analyst** (Nov 2006 – Aug 2008)
- > **Intern** (Aug 2006 – Nov 2006)

Key Profile: Joined Deloitte, Global Consulting Knowledge Management as an Intern, rose through promotions to be Senior Analyst (Team Lead).

Senior Analyst

- Responsible for interacting with clients, identifying business requirements and defining processes to attain clients' requirements & specifications.
- Delivering quality products and value added services by utilizing applicable tools & methodologies and handling & resolving various clients & team related issues.
- Developing & maintaining relationship with clients, ensuring quality service & product delivery and ensuring customer satisfaction.
- Conducting root cause analysis, developing alternative plans and proposing feasible solutions in compliance with quality and branding aspects (Deloitte Visual Identity standards, general Usability standards).
- Leading the Communications team and involved in workflow management, project execution and ensuring project delivery in adherence to the assigned time, quality and budgetary parameters.
- Imparted technical and operational trainings including process trainings to the newly recruited team members and JavaScript/jQuery trainings to the Web Developers.

Analyst

- Interacted with clients, gathered & analyzed requirements, delivered customized websites as per clients' requirements and involved in the following:

Portal Management – SharePoint 2003/2007

- Portal management and administration of 2 Deloitte Global intranet websites and one external Deloitte website for over global 22 clients.

Project Estimator and Planning Suite

- Led the UI Designing team in developing the .NET 3.5 based application involving WPF technology.
- Developed and integrated User Interfaces in XAML using MS Expressions Blend 4.0.
- Provided inputs to the stakeholders on functional aspects of the tool.

- Prepared application specifications and phase-by-phase documentation of the user standards documents, use cases, etc.
- Conducted stress tests, application testing and programming technology integration.

Quality Review and Testing Tool (QRTT)

- Worked on the MOSS 2007 technology to create customized web parts as per end-user requirements.
- Led the UI Designing team in designing & integrating customized SharePoint 2007 web parts in the application.

Trackit! Workflow Tool

- Prepared detailed workflow processes in compliance with the operational standards of the team.
- Involved in understanding business process, requirement gathering & analysis, designing the entire project architecture and developing application using ASP technology.
- Coordinated with the end-users for improving user interface and smooth usage of software.

Deloitte Middle-East Partner Nomination System (DPNS)

- Designed and developed a web-based application, DPNS, for the Deloitte Middle-East Human Resources team.
- Involved in requirement gathering & analysis, designing architecture, programming using ASP technology, UI designing, documentation, deployment and training clients on the application.
- Interacted with the clients on further modifications and development of additional modules.

BRC Workflow Management Tool

- Designed and developed a workflow management tool for the Research team.
- Involved in understanding business process, requirement gathering & analysis, preparing project architecture, database and developing application using ASP technology.
- Reviewed processes and tools, resolved software related issues and guided end-users in handling new interface, dashboards, and metrics including overall usage of the software.
- Coordinated with the clients on future enhancements, additional modules and new programming methods and imparted process training on application usage to a 20 member's team.

Associate Analyst

- Involved in understanding business processes, requirement gathering & analysis, designing project architecture & database and developing the application as per specifications.
- Responsible for development of new websites, maintenance of existing websites and adding value added features and interactivity to the users.

SMART Workflow Tool

- Conceptualized detailed workflow processes in compliance with operational standards of the team.
- Developed application using ASP technology, reviewed team's processes and resolved problems related to software bugs and updates.
- Coordinated with the end-users on physical interface, ease of management and overall software usage and interfaced with the clients on future enhancements and additional modules.
- Imparted training to the team members on the working process of the tool.

Portal Management

- Involved in the portal management of one of the Deloitte Global intranet websites including migration of 3 intranet websites from Marketplace portal to DeloitteResources, intranet platform.
- Involved in the development and maintenance of websites.

Intern

- **CS Ticket Tracking v1.0:** Designed and developed workflow management tool (web based application) for the Communications Services team, using Active Server Pages (ASP) and released ver. 1 within 3 months.
- **Creative products:** Designed tools in Adobe Master Suite CS5 including Adobe Photoshop, Dreamweaver, Illustrator and InDesign.

Professional Development

- Basic Project Management Certification Exam for IT
- Project Management HMMv10 / Stress Management HMMv10 - Harvard
- Introduction to IT Project Management
- SharePoint 2003 Portal Management Overview
- Working with Content in the Enterprise Content Management (ECM) System

- Global Brand Visual Identity Workshop
- The Iterative Process in User-Centered Design
- Project Planning, First Time Supervisor, Process and Operational Excellence – Beginners
- Administering Your Site on the Vignette Platform
- SharePoint 2007 – Intermediate
- Delivering ServiceFirst
- Internal Client Skills - Beyond Service Basics

Personal Particulars

- Date of Birth: 28th May 1982
- Languages Known: English, Hindi and Marathi