



portfolio  
[www.aynakus.com](http://www.aynakus.com)

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**DESIGN**

# Sukanya Sarkar

Visual Designer and User Experience Designer

## Summary

My specialty is to create high-fidelity visual mockups for the user experience process, define consistent visual language throughout the product, prepare detailed visual specifications and style guidelines.

As a talented graphic designer and illustrator I enjoy interaction design and digital design for web, mobile devices, and print. I am at ease creating wireframes, prototypes, graphics, icons and illustrations.

## Education

Cooper U Interaction Design training on Goal-Directed Design to create products and services that people love.

Master of Visual Communication, Indian Institute of Technology, Bombay.

Bachelor of Applied Art, Delhi University.

## Skills

Adobe Illustrator and Photoshop are my tools of choice. But I dabble and cross breed many other software for my final deliverables. My best tools however are paper and pen, or whiteboard and colored markers.

I also have significant expertise in Adobe Flash, Adobe Premiere, Final Cut Pro, Keynote, Microsoft Word, Microsoft PowerPoint, Adobe InDesign, Adobe Dreamweaver, and Eloqua.

### Senior Visual Designer

@ Accela Government Software  
Sep 2007 – Feb 2013

Played substantial part in the design of visual aesthetics, iconography, buttons and other UI elements. Created UI specifications for multiple products (mobile, desktop and web) and features, from ideation to final prototype designs.

Redesigned UI elements for products with focus on improving navigation, interactions and overall visual design.

Developed and conducted regular usability evaluations and focus groups. Presented outcome of pain points and suggested improvements to engineering management.

Led product marketing initiatives in form of product branding, product campaigns, information graphics, sales engineering support and professional-looking product documentation.

Guided marketing activities for corporate web design and related localized sites, designing brochures, data sheets, trade show giveaways, signage and posters for corporate conferences, web graphics and print ads.

### Design Consultant

@ Sun Microsystems  
May 2007 – Sep 2007

Visual design, icon design and graphic consulting for the production version of SunSpace (formerly CE 2.0), the global technical community @ Sun Microsystems.

### Lead Visual Communicator

@ Interra IT Inc.  
Feb 2001– May 2007

Provided design consulting to company's clientele on creating engaging visual design and intuitive user experience for the web. Developed HTML prototypes as final deliverables for numerous customers.

Managed developers, testers, freelance designers across multiple geographic locations in India and USA along with significant involvement in account management, project budgets for client consultation.

Responsible for design, site structure (web navigation), and daily maintenance of corporate website.

Assisted sales initiatives by designing customized presentations, and analyzing competitor offerings to redesign for better user experience for target consumers.

### Graphic Design Specialist

@ Atrenta Inc.  
Jan 2000 – Feb 2001

Designed brochures, signage and various collateral, for company's participation in reputed conferences such as DAC (Design Automation Conference) and NAB (National Association of Broadcasters).

Designed internal and external marketing campaigns to communicate consistency of the corporate brand.

Icon designs and visual design support to engineering for company's products based on Digital Video Technologies.

### Design Consultant

@ SpyGlass, India  
Aug 1999 – Jan 2000

Icon designs and visual design support to engineering for company's products based on Digital Video Technologies.

Worked remotely with the engineering and product marketing team in USA for design deliverables.

### Multimedia Designer

@ Polar Software, India  
May 1999 – Aug 1999

Produced, directed and edited videos for various corporate training programs.

Conceptualized and drafted storyboards for CD-ROMs, educational kiosks, and marketing videos.

Edited digital audio and video (also narrated for a few films in English and Hindi).

### Graphic Designer

@ Network Programs, India  
May 1996 – May 1999

Responsible for design, site structure (web navigation), and daily maintenance of corporate website.

Conceptualized and drafted storyboards for CD-ROMs, educational kiosks, and marketing videos.

Provided design consulting to company's clientele on creating engaging visual design for the web.

### Public Officer

@ Multimedia Labs, Government of India  
Jun 1993 – May 1996

Created educational CD-ROMs, kiosks, and government presentations.

Designed for print – logos, monthly government newsletter, annual reports, magazine ads, brochures, posters, user manuals, business cards and letterheads.

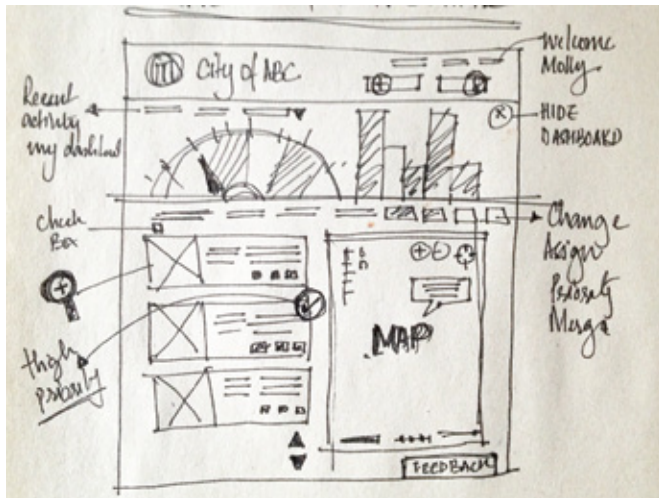
WORK  
EXPERIENCE

# Selective design examples of my work

please also visit [www.aynakus.com](http://www.aynakus.com)

PORTFOLIO

# UI + Visual Design




Initial sketches



Wireframes



# UI + Visual Design



City of Bridgeview  
SERVICE REQUESTS MANAGER

Welcome Molly

+ Add New

Search

&lt;back to list

Pothole &gt; 124 Main Street, City of Bridgeview, CA 98765

Submitted

Received

In Progress

Closed

Accepted



Last Updated:  
By John Smith, October 12, 2012, 10:15 AM **High Priority**

Assigned to:  
Frank Hui on October 13, 2012, 10:15 AM

Submitted by:  
Mabel Mansfield on October 12, 2012, 6:01 AM

Description  
Giant pothole in the middle of the main street, which is causing real problem specially during rush hours. There is a possibility of some citizens complaining about [more>](#)

Duplicates:  
Record info 123  
Record info 456

Manage Requests

Assign



37.7661962, -121.9585617  
37.7661962, -121.6589123  
Directions Email Mobile

Public Comments

Newest First

Submitted 10/14/12 by mark@aol.com

I've seen the pot hole. My car was shaken and I was worried that I would have a flat tire

Submitted 10/17/12 by Admin

worried that i would have a flat tire as well. Please have someone look at it as soon possible. Its causing a lot of its causing a lot of its causing a lot of [more>](#)

Post Comment

Feedback

History

Issue closed 10/16/12  
Issue closed by Frank Thomas

Frank 10/16/12  
There is a pothole on this street. Looks like the pothole is deep due to rains, there may be few more around.

Admin 10/15/12  
Email sent to Frank Thomas  
Hi Frank, please see if you can locate the pothole

## Final Visual Mockups

Assign Service Request

To

Assign

Subject

Frank Hui

Fred Miller

Non User

Note

Link

Request 123XYZ.html

cancel

send

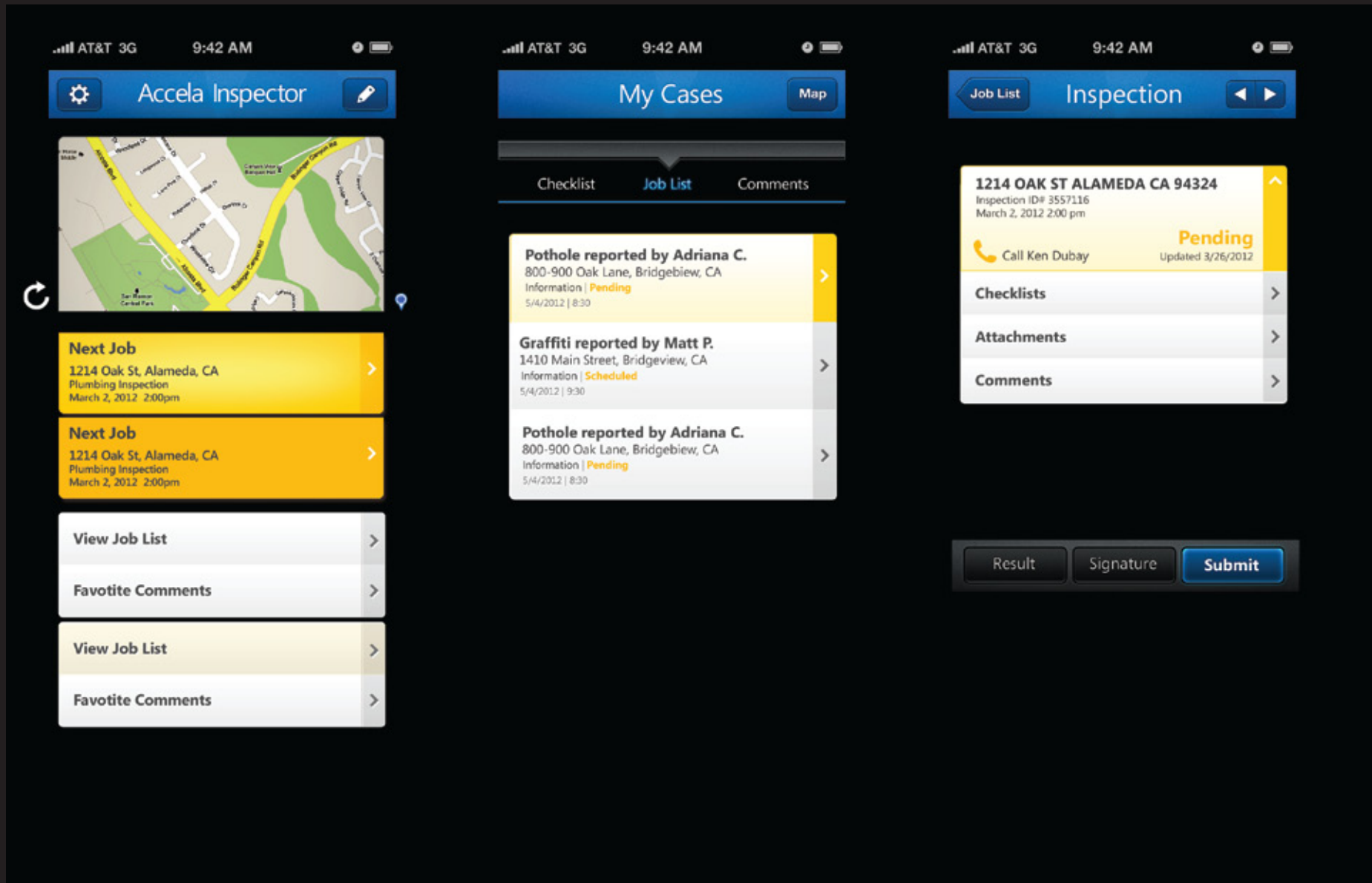


# Visual Design for Mobile App



Visual branding, look and feel, typography and color for the app.

# Visual Design for Mobile App



Visual branding, look and feel, typography and color for the app.

# Visual Design for iPad App



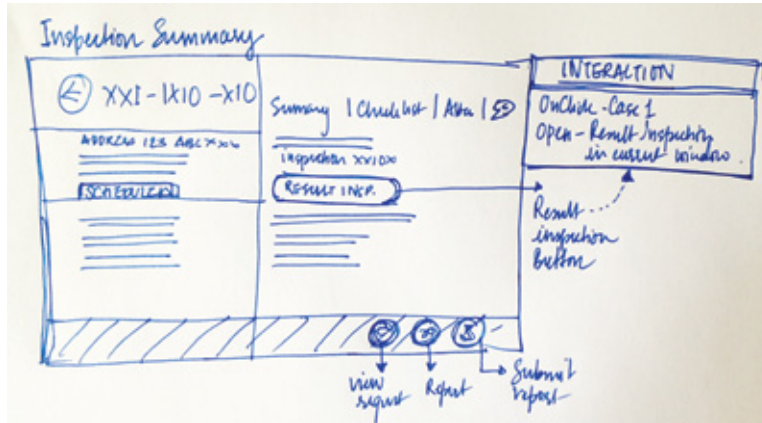
Product Logo



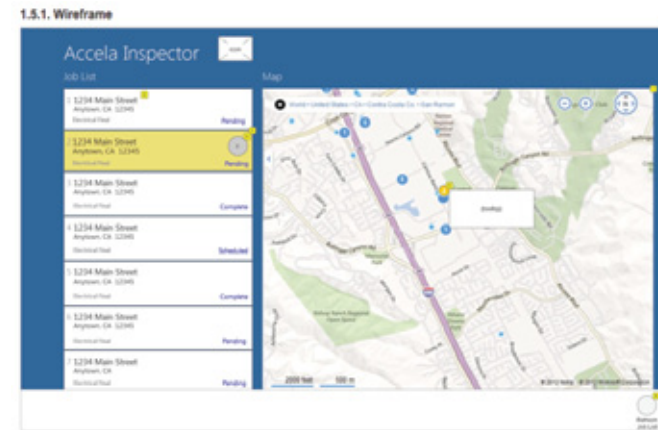
Visual Mockups



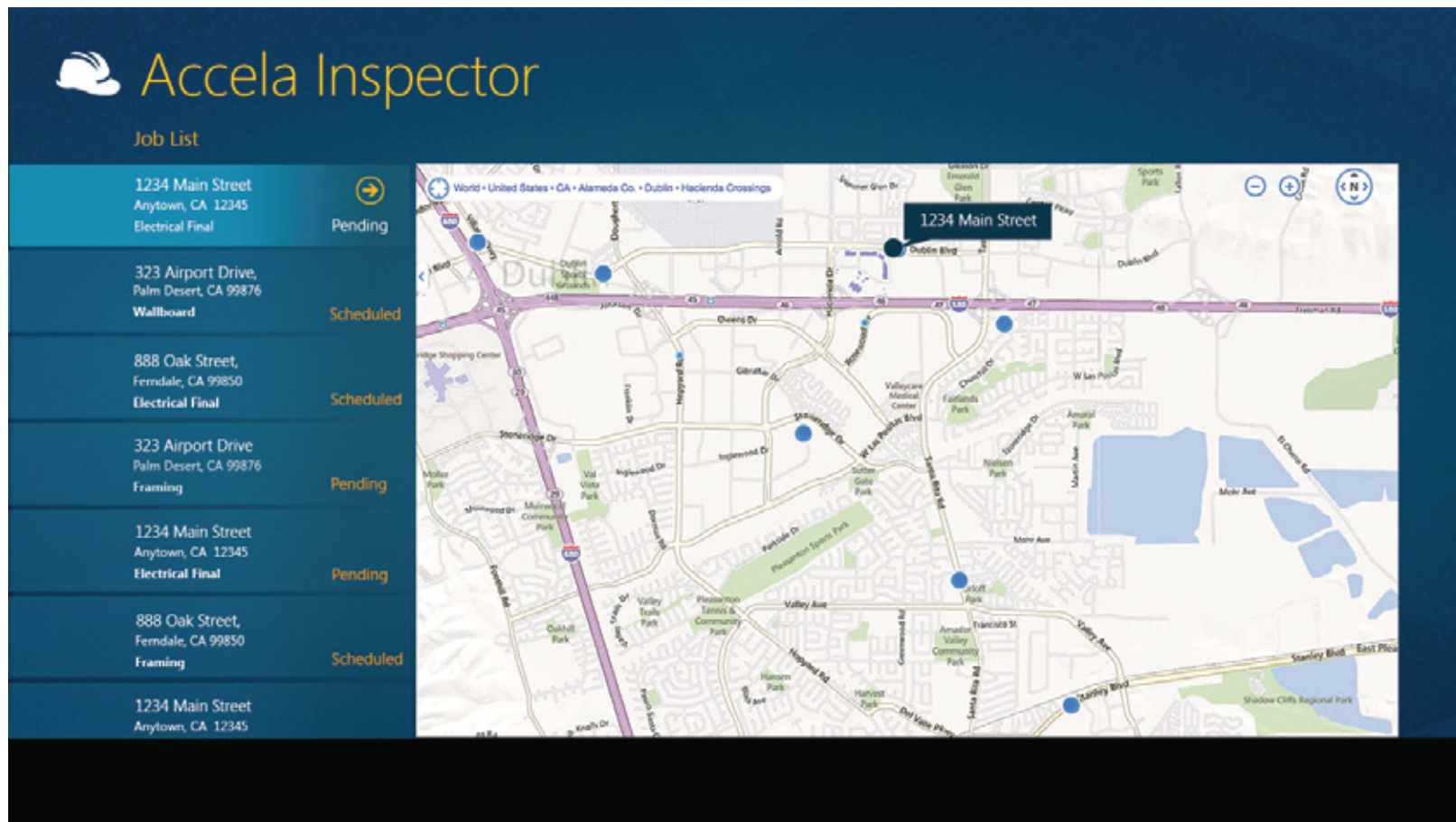
# UI + Visual Design for Windows 8 Tablet



Initial sketches

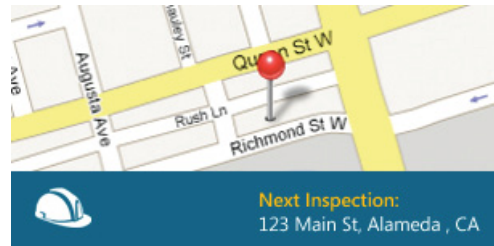


Wireframes



Final  
Visual  
Mockup

# UI + Visual Design for Windows 8 Tablet



← FS-123-1234

1234 Main Street,  
Anytown, CA

Appliance Replacement  
12/28/2011 00:00  
Last updated: 12/20/2011

Scheduled

#### Record Details

Record ID: FS111-0029  
Building/Multi-Family/Addition/NA  
Apartment Complex

Adding parking structure

Opened : 4/1/2012

Open

## Summary

## Checklist

## Attachments

## Comments



Leaking Pipe  
09/12/2012



Pot hole on the road  
09/12/2012



Roosters making noise  
09/12/2012



Public nuisance  
09/12/2012



Edit



Add



Submit



# Web Site Design

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## New Apps for every role in Every Platform

### Accela Work Crew

Accela Work Crew allows agency staff and authorized contractors to access and update Work Orders from their smartphone or tablet out in the field as work is being performed and completed

### Why Accela

Accela makes governments **easier, faster and more accessible** for agency staff and their citizens. Innovative, web-based office and mobile software automates permit, asset and land management, and licensing processes for city, county, state, and federal government agencies worldwide.

### Accela News

- 10-02-12 West Sacramento to Automate Service Delivery with Full Suite of Accela Automation Software
- 10-02-12 Barnstable County, Cape Cod Towns, and Nantucket Tap Accela Cloud for Digital Regionalization Project
- 10-02-12 Accela Announces Inspector App for Android Mobile Phones and Tablets

### Upcoming Events

**International Code Council (ICC) Annual Conference**  
October 21 - 24 | Portland, OR  
**Accela Fall Product Update**  
November 2 - 14 | Various Locations  
**American Planning Association National Conference**  
April 13 - 17 | Chicago, IL

#### Customer Transactions

**RECENTLY ADDED**  
Lexington-Fayetteville Erosion Control  
Charting the Future: Modeling and mapping software and GIS use in erosion control

#### Accela Customers

05-25-12 Public Works Week: Time to "Think Homebody & Make it Really"  
05-08-12 From Washington to Silicon Valley: Keeping the Brightest Minds in the US

#### Accela Blog

**TWITTER UPDATE**  
AccelaSoftware: Want to learn more about Accela's API? Sign up for a free developer account. @codeforamerica #efasummit  
<http://t.co/vG6wK2Vx>

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Whether you're looking to enhance productivity tools for your agency or provide engagement apps to your citizens, Accela's **open architecture** allows anyone to build **customized solutions** on our growing technical ecosystem

[Download White Paper](#)

## Customer Service, Mobile Government, Cloud, Partners and Other Great Stuff

f t y i n

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## CANTOR ARTS CENTER

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U.S.A. • PRINTS & DRAWINGS • THE SCULPTURE OF AUGUST ROBIN • EARLY TWENTIETH CENTURY ART • CONTEMPORARY ART

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### ASIA

The collection of Asian art at the Center goes back before the beginning of the museum itself, with the stated intention that Leland Stanford Jr. planned to collect Chinese and Japanese objects after he returned from his 1884 trip to Europe, during which he died of typhoid fever at the age of 16. When the museum opened in 1891, Mrs. Stanford had acquired a collection of Japanese objects, including prints, armor and weapons, and a number of Korean works. After trips to Japan in 1902 and 1904, she added hundreds of examples of Japanese and Chinese paintings, ceramics, and sculpture.

Significant additions to the Asian collection were made in 1941 by Mortimer Leventritt, class of 1895, upon the 50th anniversary of the university. Nearly half of the Center's jade collection was the gift of Alice Meyer Buck in 1966. Mrs. Buck's husband, Frank E. Buck, collected nearly fifty pieces over a period of several years and, after his death in 1959, she established the Buck Jade collection at the museum and continued adding to the collection until her death in 1979.

The collection has grown to over 4,000 objects representing the Neolithic through the present, of which half are Chinese, the remainder mostly Japanese, Korean, and Southeast Asian.

# Logo Design

Focusing on graphic design, clever imagery, aesthetics, and visually communicative concepts I have designed logos for several different companies and products.

Here are a few examples.

My approach is to present a few options to my customers to showcase different ways the logo can be represented based on company brand, values, products and culture..

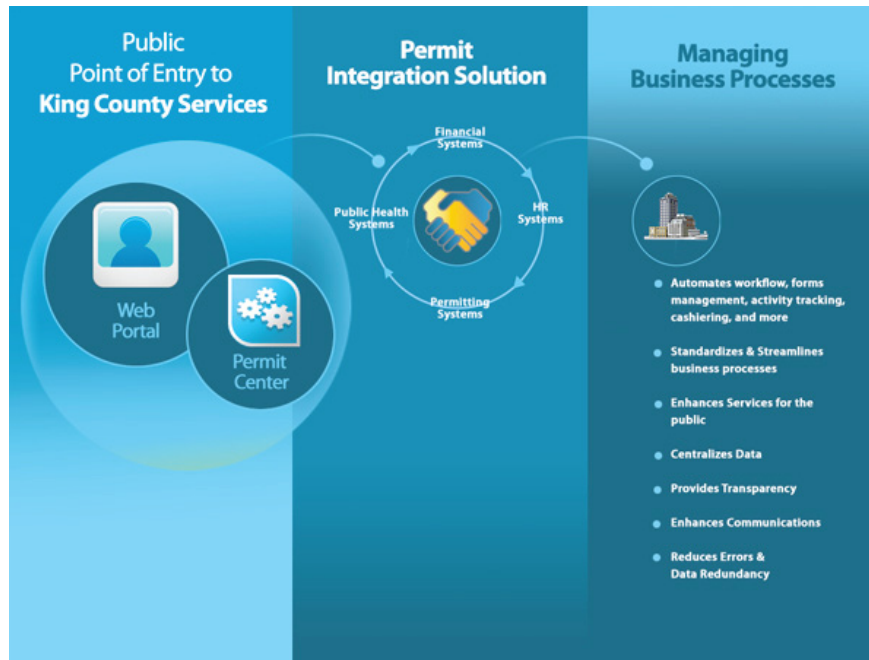




# Digital Illustrations



# Graphic Design



## The fastest way to get your civic engagement app out to government agencies and the citizens they serve

Interested in building an app that targets citizens or state and local governments across the country? Accela has one of the largest installed-base of government customers -- 500+ city, county, and state government agencies serving 300 (50 million?) citizens in North America.

By integrating your app with Accela Automation® our award-winning productivity tool for government, your app will have instant access to these agencies and in turn the millions of citizens they serve. When you list your app in our <Civild App Store>, we'll even help you market and sell to our customers. Agencies get apps that serve the community, Citizens get access to data and services never before available to them, and You get the chance to build something that really impacts the community, and can make you some money too!

### An Unparalleled Opportunity

More than Just Code - The Tools, Training, People, and Program that Will Make You Successful

Accela's Developer Program is designed around making you and your apps a success. When you join you'll have access to:



APIs and SDK (available for iOS, Android, or Windows Phone)



<Support Community> to share tips and ideas with fellow developers



Staging environments and efficient approval processes



Free listing and marketing promotion through our Civild App Store



Training and support via a documentation library and access to Accela technical staff



Events throughout the year, such as our annual Partner and Developer Conference, hackathons, webinars, competitions, and more...

Real-time Data Access and Standardized Integration with Accela Automation Lets You Do More, and Distribute Your App Widely Unlike typical static sources of public information that rely on manually exported "snapshots" of data, Accela's API allows you to query real-time data and even process transactions (pull permits, schedule inspections, report problems) that keep building projects on track, speed up pot-hole repair and in general keep the economy moving.

Additionally, people live their lives regionally, not in one single city or town. By building to our Best Practice Standards your app will be ready for consumption by Accela Automation clients with little or no additional configuration. You'll be up and running in no time in multiple regions covering a myriad of jurisdictions.

<Learn more and sign-up today!>



www.accela.com



## Security in the Cloud

Cloud computing continues to gain momentum and will save the government millions in taxpayer dollars. The trend continues as cloud computing essentially eliminates the need for customers to buy, deploy and maintain IT infrastructure or application software. Self-hosting means software licensing costs, additional hardware, personnel for maintenance and support, network monitoring, and management tools. An investment in the cloud means predictable costs with a subscription model, no upfront investment in infrastructure, and immediate availability of the latest release.

In the past, upgrading to the newest release may not be practical because of limitations with time, staff, and budgeting. With the cloud, agencies can gain access to new features shortly after a new release is available. No need for planning on how and when the environment gets tested to move into production. Going to the cloud allows agencies to focus on serving the public, and not worry so much about IT issues.

The Administration realizes that cloud computing has enormous cost benefits and accessible innovation, and therefore announced mandated initiatives from the White House and Office of Budget for government agencies to move to cloud computing. In December 2012, the Obama Administration released a Cloud First policy that state agencies should seek to "optimize the use of cloud technologies in their IT portfolios". This means agencies are required

to choose cloud options "whenever a secure, reliable, cost-effective cloud option exists". In addition, agencies are also told to "continually evaluate" cloud-computing solutions across their IT portfolios.

Security continues to be the main concern for government agencies to fully adopt a cloud strategy. Worries about data leakage and cyber threats make IT departments worry about moving to the cloud. Security fears are legitimate reactions when thinking about moving to the cloud, but this should not distract agencies from the beneficial gains with cloud computing since perception of vulnerabilities in cloud security has not been supported by data. Security processes and procedures should be reviewed as part of the cloud strategy, and the decision to move to a cloud solution should be based on the security risks and how they are being mitigated. And, despite these security concerns about cloud computing, it continues to be a mainstream technology option.

Security is multidimensional and risks need to be mitigated at different components and levels. Accela has implemented best practices for security that have been geared toward protecting the infrastructure, application, and data. Accela has established multiple levels of security in cloud computing that include Physical Security, Network Security, Application Security, and Personnel Security.



### Company Headquarters

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Suite 120, San Ramon, CA 94583

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(888) 722-2352

Fax: (925) 659-3201

Email: [info@accela.com](mailto:info@accela.com)



## WHERE Government turns for Mapping



Visit **Accela** at booth #2217

**ACCELA**  
Government Software

**20 YEAR PARTNER**

## WHERE Government turns for Mapping

As an Esri Partner for 20 years, Accela knows GIS and government. Our Accela Automation® software and mobile apps provide a complete platform for leveraging geospatial data to improve decision-making, streamline processes, and engage citizens.

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**ACCELA**  
Government Software

**20 YEAR PARTNER**

[www.accela.com](http://www.accela.com)

Accela Automation's tight integration with ArcGIS—including support for 10.1—enables government agencies to...

- ▶ incorporate ArcGIS or ArcGIS Online base maps into critical tasks
- ▶ use ArcMap to access agency data
- ▶ start tasks directly from the map, a browser, or mobile apps
- ▶ access all relevant data from within the Accela GIS Map Viewer
- ▶ integrate maps into citizen-facing applications



Making Governments  
Easier, Faster, and More Accessible



- 1** Accela Automation leverages the broad Web browser technology to deliver web experiences for all users, regardless of device or location. It provides a single, unified interface for all users, regardless of device or location.
- 2** Accela GIS gives staff direct access to geospatial data and maps, and allows them to view and interact with data in a way that is intuitive and easy to use.
- 3** Agencies can use Accela Automation for any type of application, including public works, public safety, and more. Accela Automation can be configured to deliver unique user experiences.

## MOBILE

Accela Automation empowers government employees and the people they serve.

**For the Public**  
Accela Automation allows agencies to serve their citizens, whether they are on a desktop, tablet, or smartphone. It provides a single, unified interface for all users, regardless of device or location.

**For Public Works**  
Accela Automation provides a complete platform for managing public works, including asset management, work order management, and more.

**For IT Professionals**  
Accela Automation provides a complete platform for managing IT, including asset management, work order management, and more.

**For Business**  
Accela Automation provides a complete platform for managing business, including asset management, work order management, and more.

**For Government**  
Accela Automation provides a complete platform for managing government, including asset management, work order management, and more.

**For Citizens**  
Accela Automation provides a complete platform for managing citizens, including asset management, work order management, and more.