



portfolio
www.aynakus.com

Sukanya Sarkar

Visual Designer and User Experience Designer

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Summary

Expert in visual design and user experience design. Several years of experience with developing wireframes, high-fidelity visual mockups, style guidelines, logo design, infographics, icons, illustrations and numerous other graphic design components for the web, mobile devices and print media. Well-versed with leading design tools like Photoshop, Illustrator, InDesign, Dreamweaver, Final Cut Pro, to name a few. .

Education and Training

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, College of Art, New Delhi.

Software-Skills

Adobe Photoshop, Adobe Fireworks, Adobe Illustrator, Adobe Indesign, Apple Final Cut Pro, Apple Keynote, Microsoft Office, Adobe Dreamweaver, Eloqua, Salesforce

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DESIGN

Senior Visual Designer

@ Accela Government Software
Sep 2007 – Feb 2013

Led design of visual mockups, iconography, buttons and other UI elements. Created UI specifications for multiple products and features (mobile and web), 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 & focus groups. Presented outcome of pain points and suggested improvements to engineering management.

Led product marketing initiatives in the areas of product branding, product campaigns, information graphics, sales engineering support and 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

Developed visual designs, icon designs and was a graphic consultant for the production version of SunSpace (formerly CE 2.0), the global technical community @ Sun Microsystems.

Visual Communicator

@ Interra IT Inc.
Feb 2001– May 2007

Provided design consulting to company's clientele on creating engaging visual designs 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 projects.

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 based on a consistent corporate brand.

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

Worked remotely with the engineering team in India for design deliverables.

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 files (also narrated for a few films in English and Hindi).

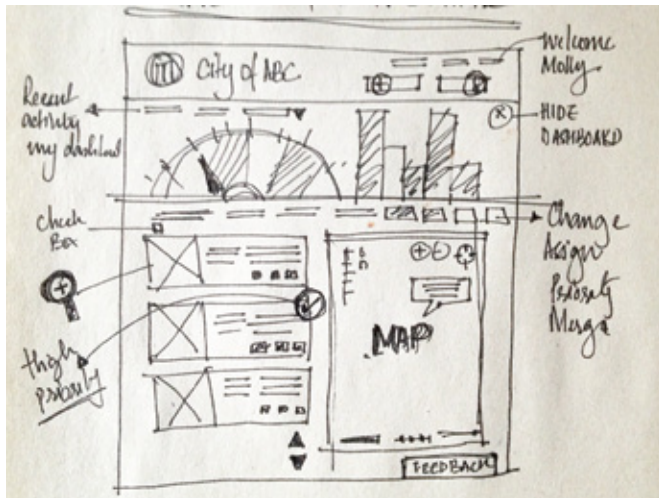
WORK
EXPERIENCE

Selective design examples of my work

please also visit www.aynakus.com

PORTFOLIO

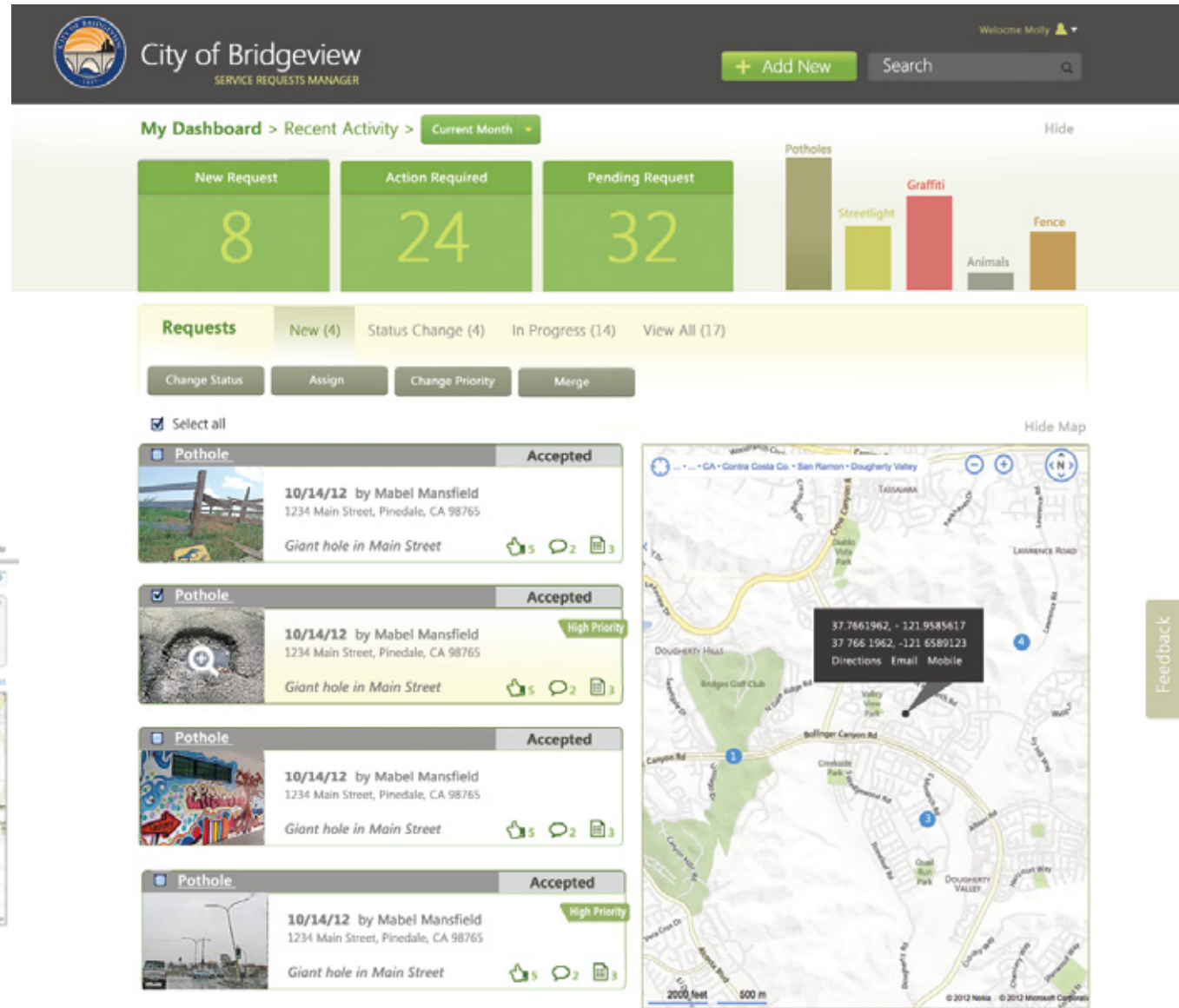
UI + Visual Design



Initial sketches



Wireframes



Final Visual Mockup

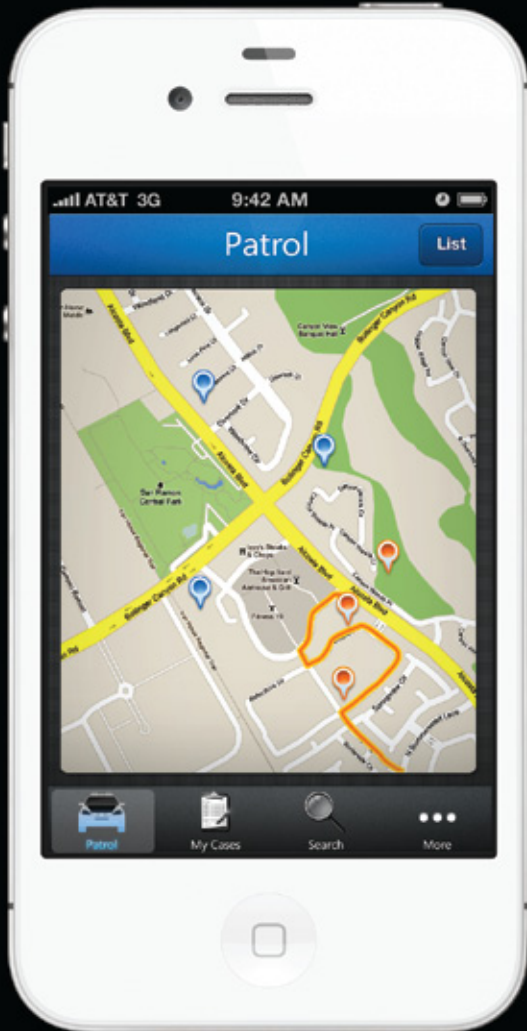
UI + Visual Design

The screenshot displays the 'City of Bridgeview SERVICE REQUESTS MANAGER' interface. At the top, there is a navigation bar with the city logo, a 'Welcome Molly' notification, and buttons for '+ Add New' and 'Search'. Below the navigation bar, a breadcrumb trail reads '<back to list' and 'Pothole > 124 Main Street, City of Bridgeview, CA 98765'. A progress indicator shows four stages: Submitted (checked), Received (checked), In Progress, and Closed. The main content area is divided into two columns. The left column, titled 'Accepted', features a photo of a pothole, a 'High Priority' badge, and details: 'Last Updated: By John Smith, October 12, 2012, 10:15 AM', 'Assigned to: Frank Hui on October 13, 2012, 10:15 AM', and 'Submitted by: Mabel Mansfield on October 12, 2012, 6:01 AM'. It also includes a description of the pothole, a 'Duplicates' section, and 'Manage Requests' and 'Assign' buttons. The right column shows a map of the location on Crow Canyon Rd with a pop-up for '37.7661962, -121.9585617'. Below the map is a 'Public Comments' section with a 'Newest First' dropdown, showing two comments from 'mark@aol.com' and 'Admin' dated 10/14/12 and 10/17/12 respectively. A 'Feedback' button is positioned vertically between the two columns. At the bottom, there is a 'History' section with three entries: 'Issue closed 10/16/12' by Frank Thomas, 'Frank 10/16/12' describing the pothole, and 'Admin 10/15/12' mentioning an email sent to Frank Thomas.

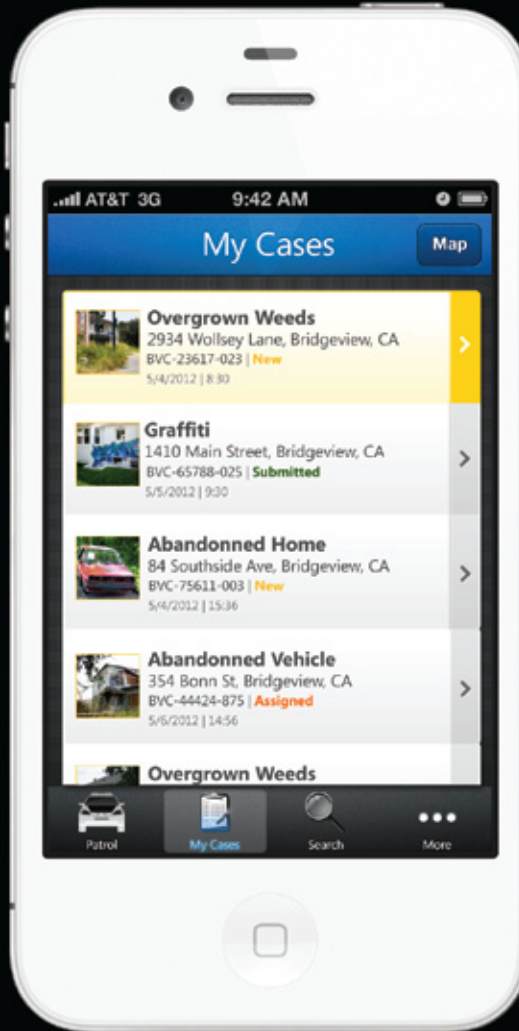
Final Visual Mockups

The mockup shows a dialog box titled 'Assign Service Request'. It contains a 'To' field with an 'Assign' dropdown menu, a 'Subject' field with a dropdown menu showing 'Frank Hui', 'Fred Miller', and 'Non User', and a 'Note' field. Below these fields is a 'Link' field containing 'Request 123XYZ.html'. At the bottom right, there are 'cancel' and 'send' buttons.

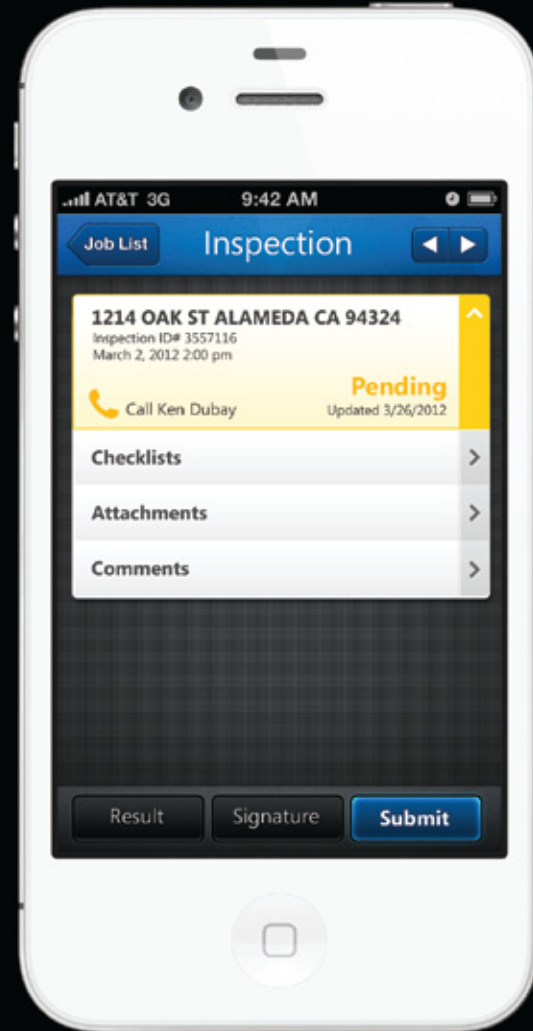
Visual Design for Mobile App



Opening Screen
Mock 001



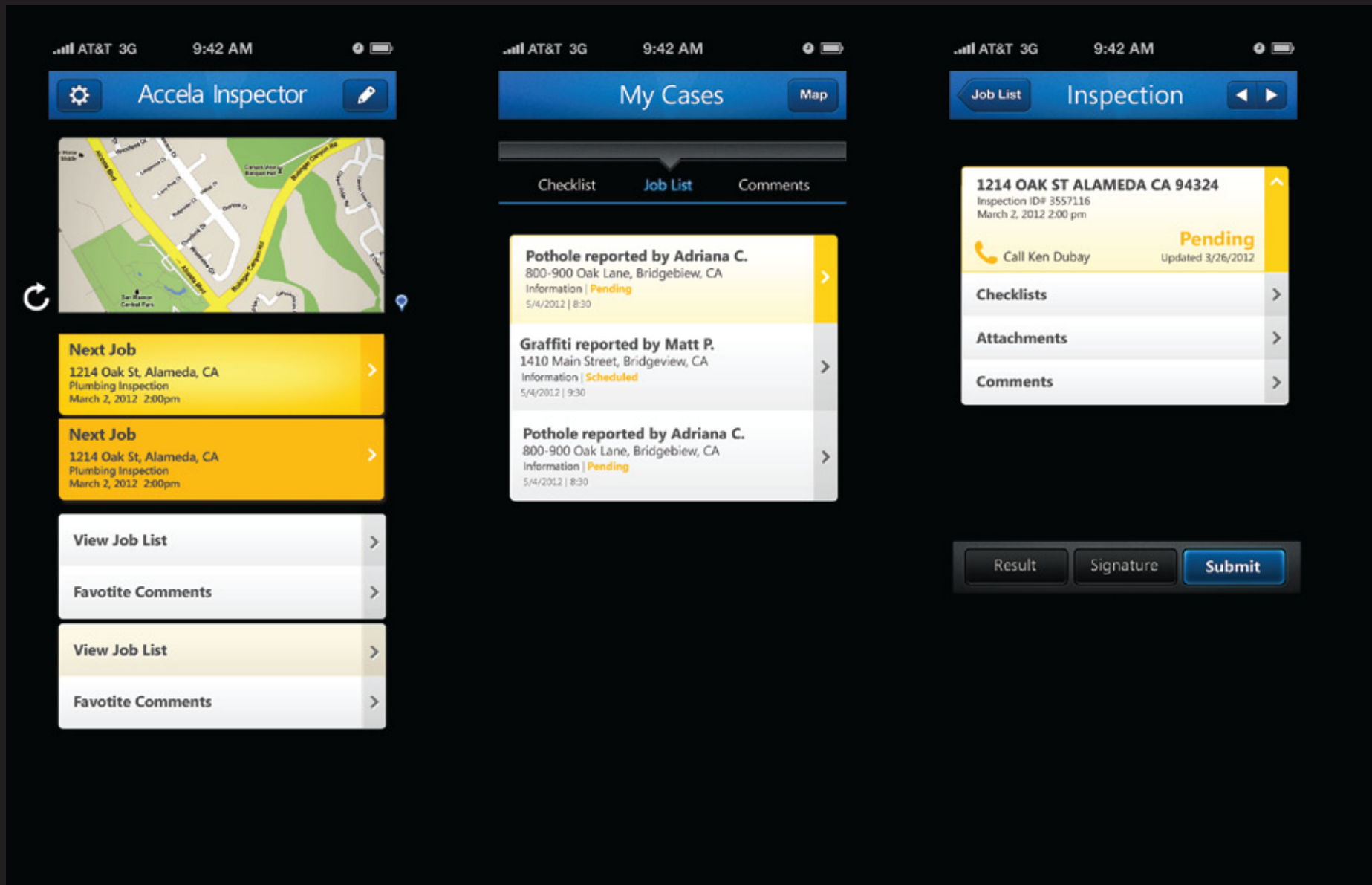
Job List Screen
Mock 002



Job Detail Screen
Mock 003

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

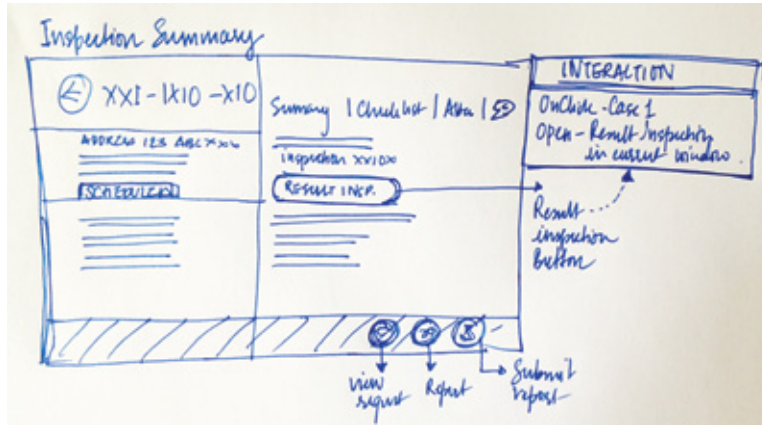


Product Logo

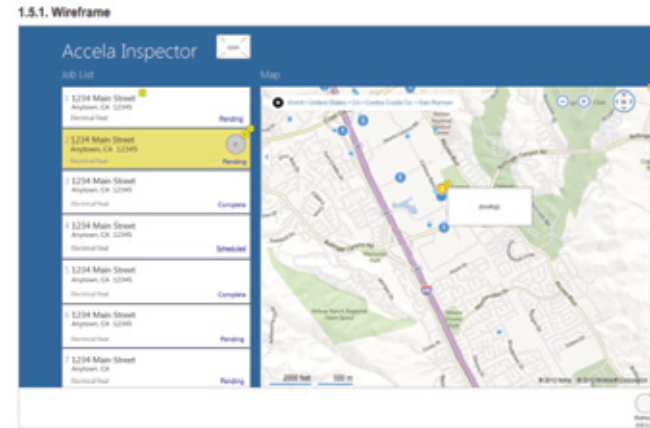


Visual Mockups

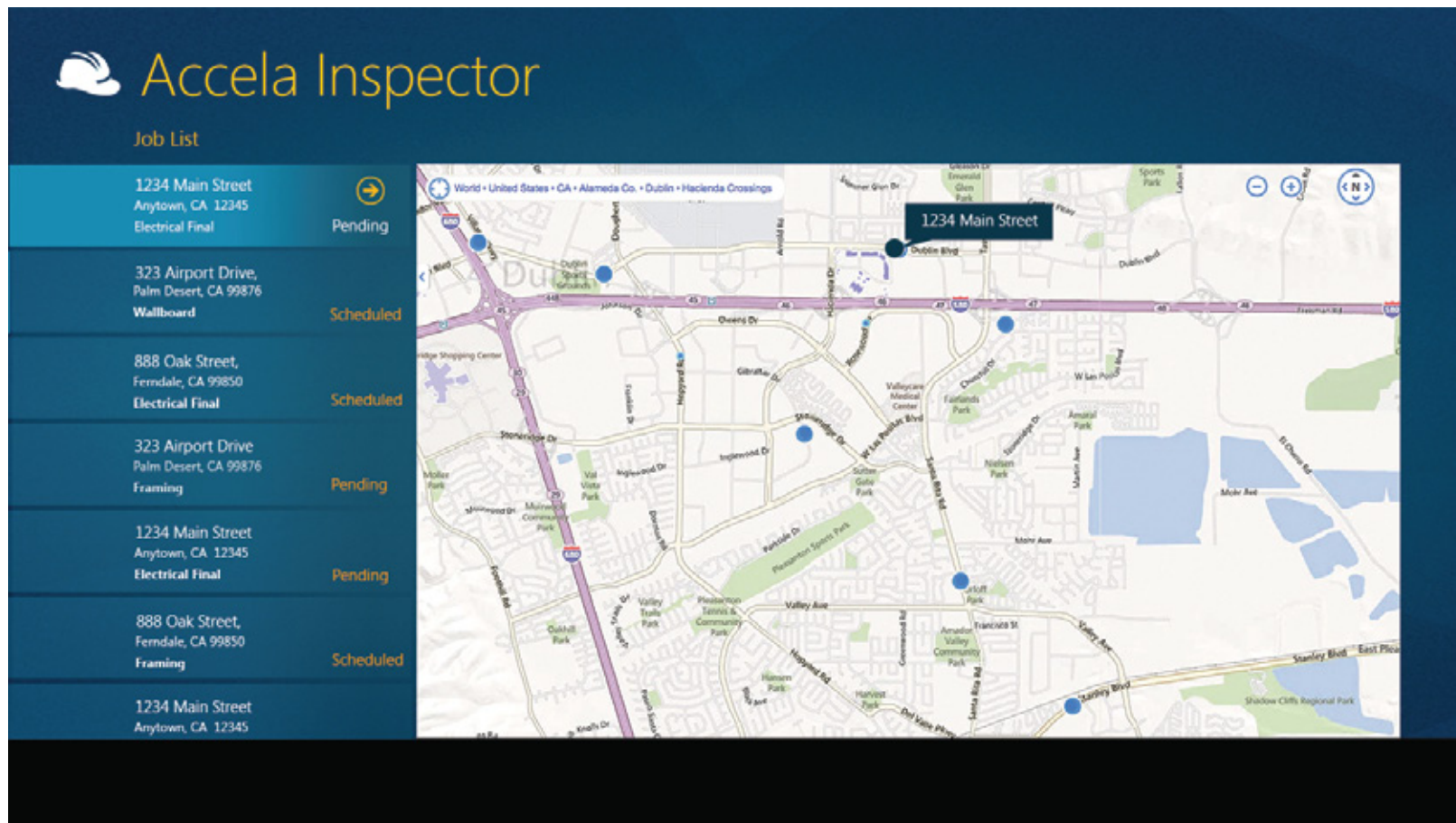
UI + Visual Design for Windows 8 Tablet



Initial sketches

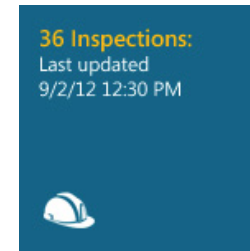
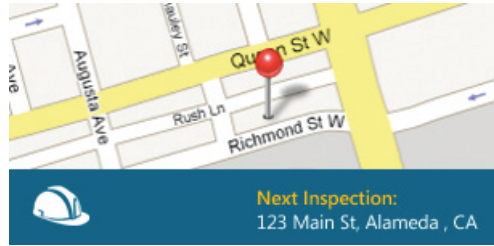


Wireframes



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



Leaking Pipe
09/12/2012

Checklist



Pot hole on the road
09/12/2012

Attachments



Roosters making noise
09/12/2012

Comments



Public nuisance
09/12/2012



Edit



Add



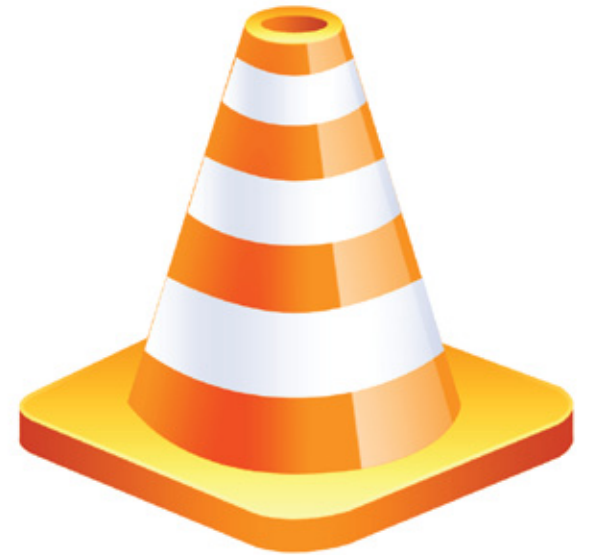
Submit

Logo Design

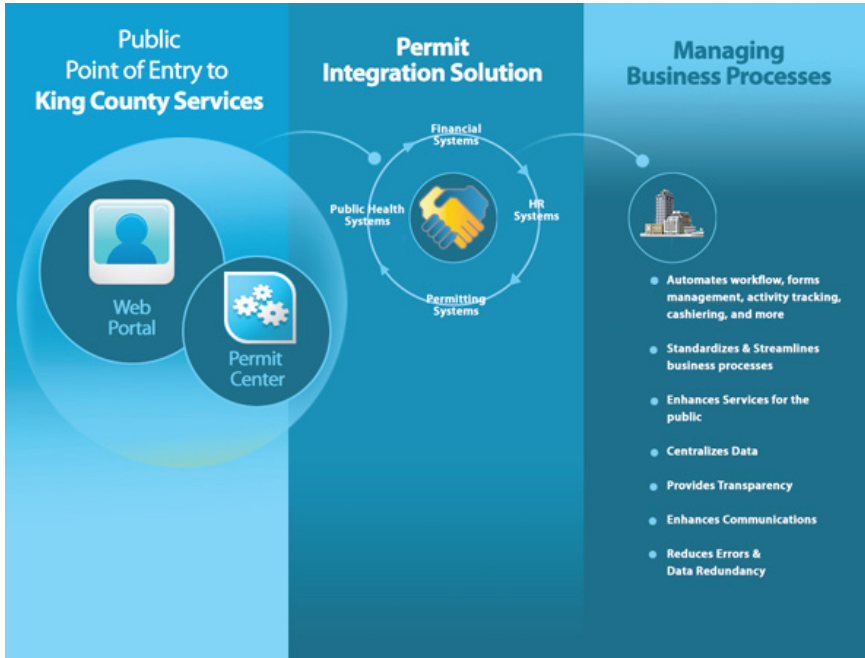
Focusing on graphic design, clever imagery, aesthetics, and visually communicative concepts I have designed logos for several different companies and products. Here are a few examples. My approach is to present a few options to my customers to showcase different ways the logo can be represented based on company brand, values, products and culture..



Digital Illustrations



Graphic Design



Q2 FY09 Highlights

Financial

Services

Sales & Marketing

Product Development

Accela Confidential

Accela Board Meeting



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 XXX (50 million?) citizens in North America.

By integrating your app with Accela Automation(R) 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 Stores>, 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!>



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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.



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WHERE Government turns for Mapping

Visit **Accela** at booth #2217

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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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To learn more visit myaccela.com/gisingov

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

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Making Governments Easier, Faster, and More Accessible

- 1 Accela Automation leverages the broad Esri Partner capabilities to deliver on-site expertise for GIS users - digital search, in-ground response, spatial check, financial statements, and more.
- 2 Accela GIS gives staff direct access to emergency work order forms for all field use, creating and fully capturing information associated with permit, work order, data, check, work order or work permit. Accela GIS also allows staff to use mobile mapping. Maps for better visual analysis.
- 3 Agencies can leverage Accela Automation for any type of agency request including grants, business services requests, and much more. Accela Automation clients can be configured for different roles within the agency covering a unique user experience.

MOBILE

Accela Automation empowers government employees and the people they serve.

For the Public
Accela Automation allows agencies to share information on a mobile device, providing 24/7 access to services and information - including application, updates and paying for permits or licenses, scheduling services requests, viewing complaint reports, and more.

For Power Users
Accela Automation provides users with a consistent view of all agency data, including workflow, business management, and activity tracking. Users can be granted more authority within the department and across multiple agency departments.

For IT Professionals
Accela Automation is the best at agency integration with the flexibility to connect our workflow, data, and other tools.

For Business
Accela Automation saves business time and money, with a comparison of the mobile capabilities that can be accessed at any time, without a computer screen. No printing, forms, or file storage.

For Executives
Accela Automation offers real-time, full-featured mobile capabilities for strategic working and critical decisions. From making it more transparent to improve customer service, to making it more efficient, Accela Automation is the best choice for your organization.

For Field Staff
Accela Automation supports connectivity throughout, maintaining critical business data, maintaining and updating the field, using a mobile device and Accela's mobile software.

Integration
The Accela Automation integration approach has improved with each update, from legacy, non-cloud performance to a modern, cloud-based architecture. In a single user interface, users can view, update, and manage data, with a single interface. This means that the integration approach can be used to connect any system to any other system.