



VIJAYALAKSHMI THOTAKURA

VISUAL DESIGNER



Make user's experience
Lively, Clear, Memorable, and
Enjoyable through

Rich Visual Designs

with Creativity, Excellent Color
sense, Typography, Attention
to Detail, Right Technology and
Good Time Management

My passion for learning and
challenges with creative vision,
and attention to detail coupled
with over 12 years of globally
appreciated design experience
in Mobile apps, Web apps,
Dashboards, Promotional
Printables, Corporate
Presentations, Branding makes
me the utter demand for
Design requirements of the
Digital Era!



EXPERIENCE

ACCENTURE

DESIGN LEAD

Nov 2012- Sep 2016

Under the leadership of the Director of IoT Centre, Accenture Singapore, I happen to closely work with various teams and clients globally. I had coordinated with multiple teams of clients, marketing, strategy, developers in order to gather requirements, analyse, conceptualize and have designed many web/mobile apps and tools adhering to UX and UI principles, RFPs, Infographics, Business collaterals, Interactives, Dashboards to name a few.

FREELANCE DESIGN CONSULTANT

Jul 2007- May 2010

Coordinated with clients/owners of various businesses/industries to understand their requirements, analyse, conceptualize, and create customer centric designs. Designed various ads and articles published in The Hindu, TOI, various other Magazines, and Publications along with Marketing collaterals. Rendered various demos and presentations.

SIFY PVT LTD

SENIOR GRAPHIC DESIGNER

Aug 2006- Jun 2007

Understand the content, clients' requirement, conceptualize and design learner/user centric graphic elements, vector assets, and animations for WBTs; Rendered translated versions into Italian; design standard documents.

SULEKHA.COM

GRAPHIC DESIGNER

Dec 2004- Aug 2005

Coordinated with clients, sales team and created user-centered, effective, interactive and non-interactive, static and animated web banners/ads. Developed and managed web pages.

PIXEL KRAFT

MEDIA DEVELOPER

Aug 2004- Dec 2004

Coordinated with the marketing team, understood the requirements, conceptualized and rendered various interactive presentations and animations for various clients.

SIFY PVT LTD

MEDIA DESIGNER

May 2003- Jul 2004

Understand the content, clients' requirement, conceptualize and design learner/user centric graphic elements, vector assets, and animations for WBTs.

MOHAMMED SATHAK COLLEGE

MEDIA SPECIALIST

Aug 2002- Apr 2003

Trained students in multimedia softwares following the curriculum and designed samples as study materials for reference.

PENTAGON GLOBAL SOLUTIONS

MEDIA TRAINER

Mar 2002- Jul 2002

Trained students in multimedia softwares.

AWARDS & RECOGNITIONS

ACE Award

ACCENTURE

Performance Monetary Awards, 9 times

ACCENTURE

Outstanding Performance Award

ACCENTURE

Outstanding Employee

SIFY

Appreciations

SULEKHA.COM

EDUCATION

*MS INFORMATION SYSTEMS AND APPLICATIONS

Bharathidasan University

2001- 2003

DIPLOMA IN MULTIMEDIA

CADD Centre

Jun 2001- Nov 2001

BSc COMPUTER SCIENCE

SDNBV College - University of Madras

1998- 2001

TOOLS

ADOBE ILLUSTRATOR

ADOBE PHOTOSHOP

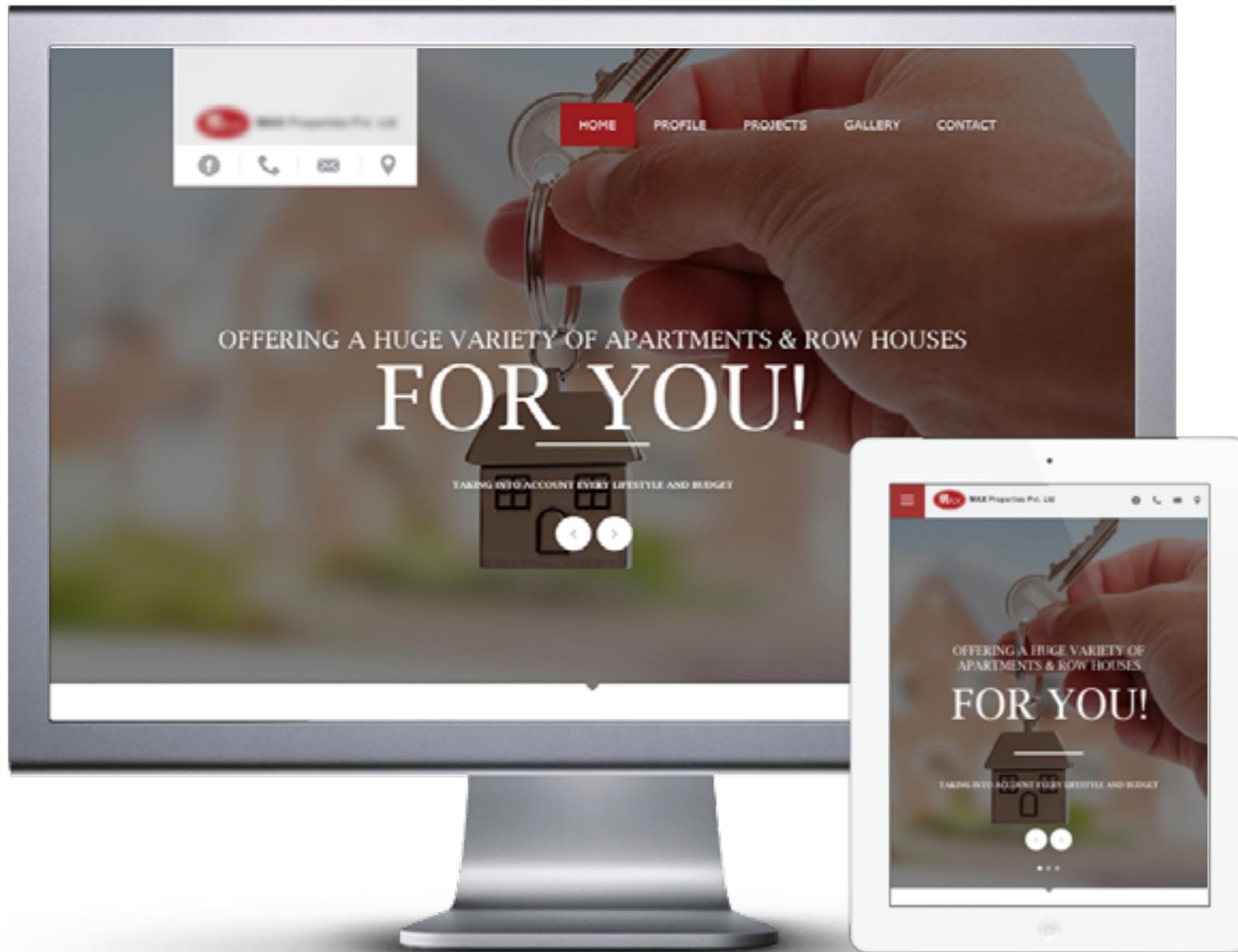
ADOBE INDESIGN

ADOBE FLASH

ADOBE DREAMWEAVER

3DS MAX

HTML & CSS



RESPONSIVE WEBSITE

Responsive website built to develop business of a leading property builder in the Temple City of Tamil Nadu, Madurai.

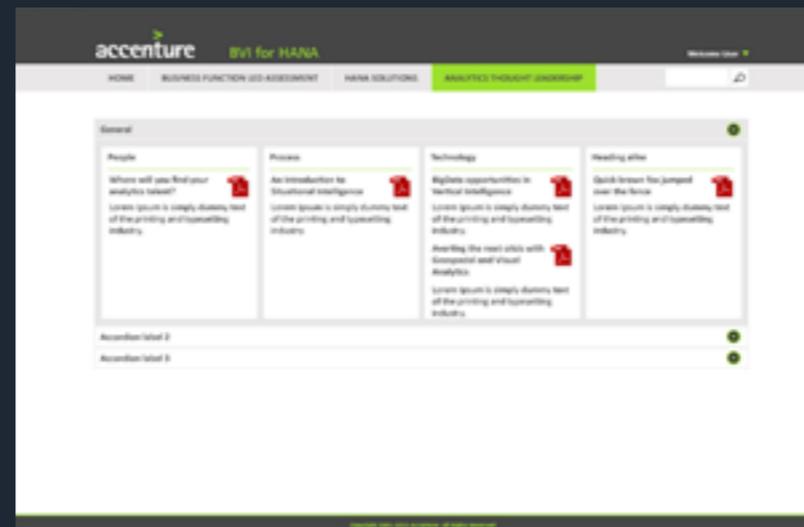
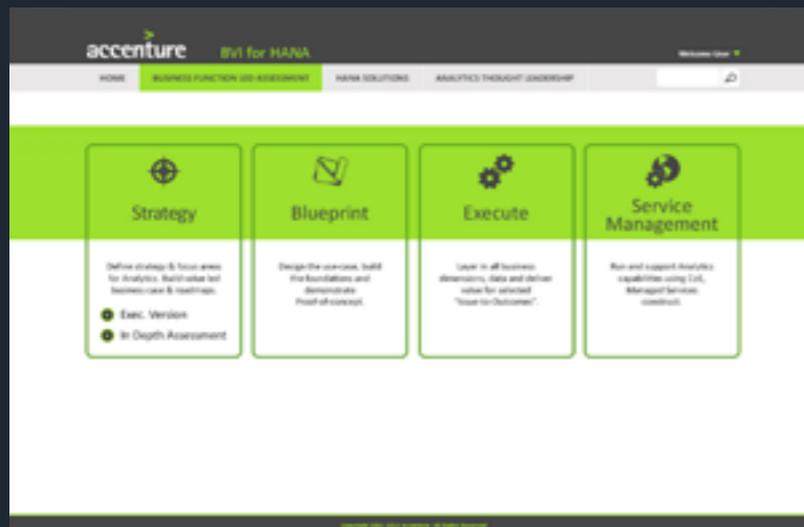
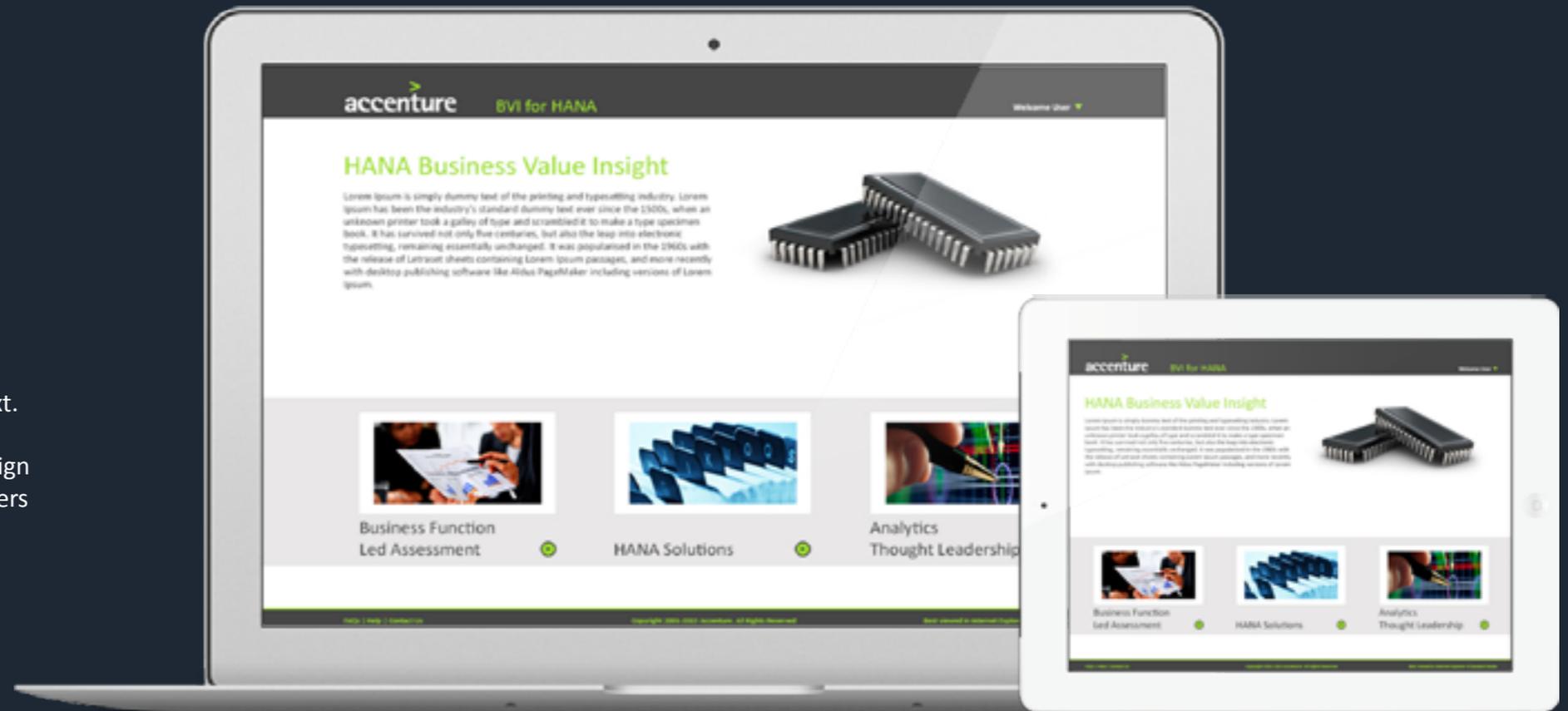
The project was to transform raw text, on details of the client and its projects, from a word document, into an User centric responsive website, functional with latest technology. It is under construction.

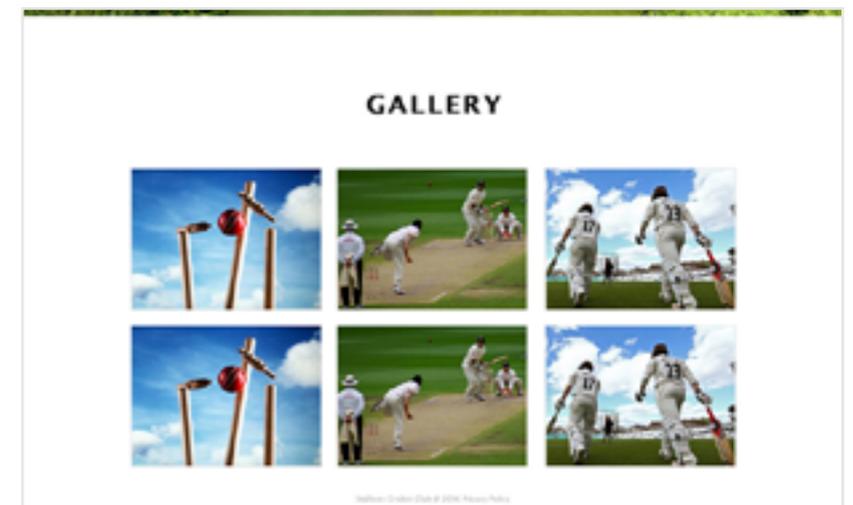
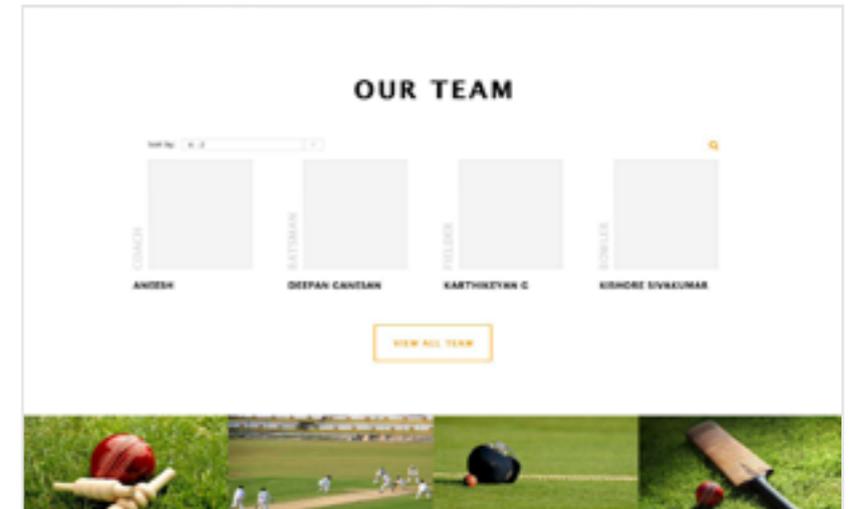
RESPONSIVE WEB TOOL

Web tool designed in order to provide Insights into the Business Value of HANA.

It was designed based on a raw ppt of data and text.

Key Actions: Color palate, Typography, Design, Design standard document, Co-ordinate with the developers





RESPONSIVE WEBSITE

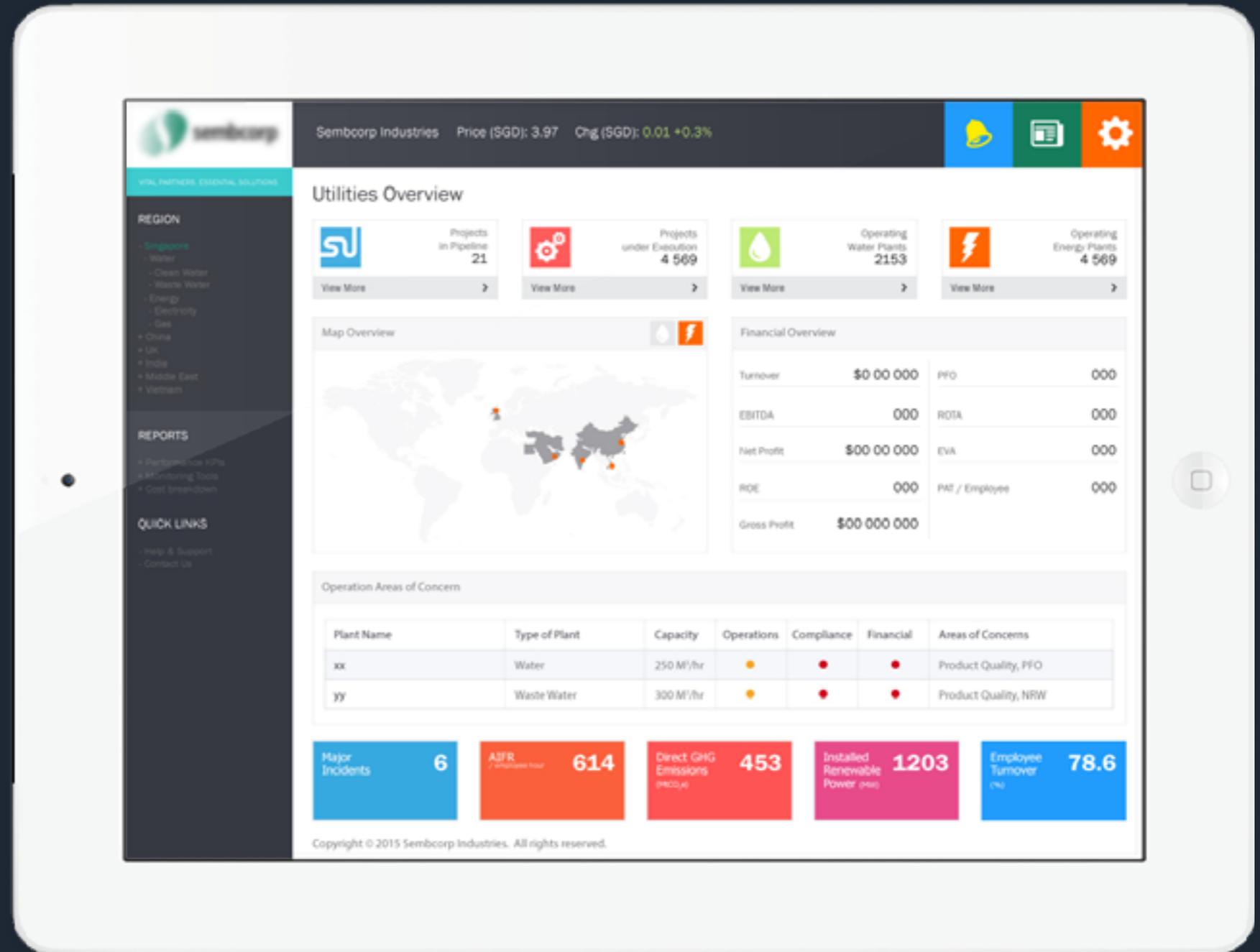
Stallions Cricket Club is an on going project on its first phase. It is a revamp of the existing website, which was very poorly designed and constructed.

Opportunity here is to provide a fresh look and feel altogether along with designing a good user experience; Enhance and elevate the brand identity including apparels.

DASHBOARD

This project stands for the recognition of my works at global level. It was one of the challenging PoCs for Accenture. The Leadership of IoT, Singapore was unhappy with the designs delivered by third party design studios and insisted that I must design this dashboard.

I was involved from the initial discussion and interactions with various teams. The end design was widely appreciated and successful with the client.

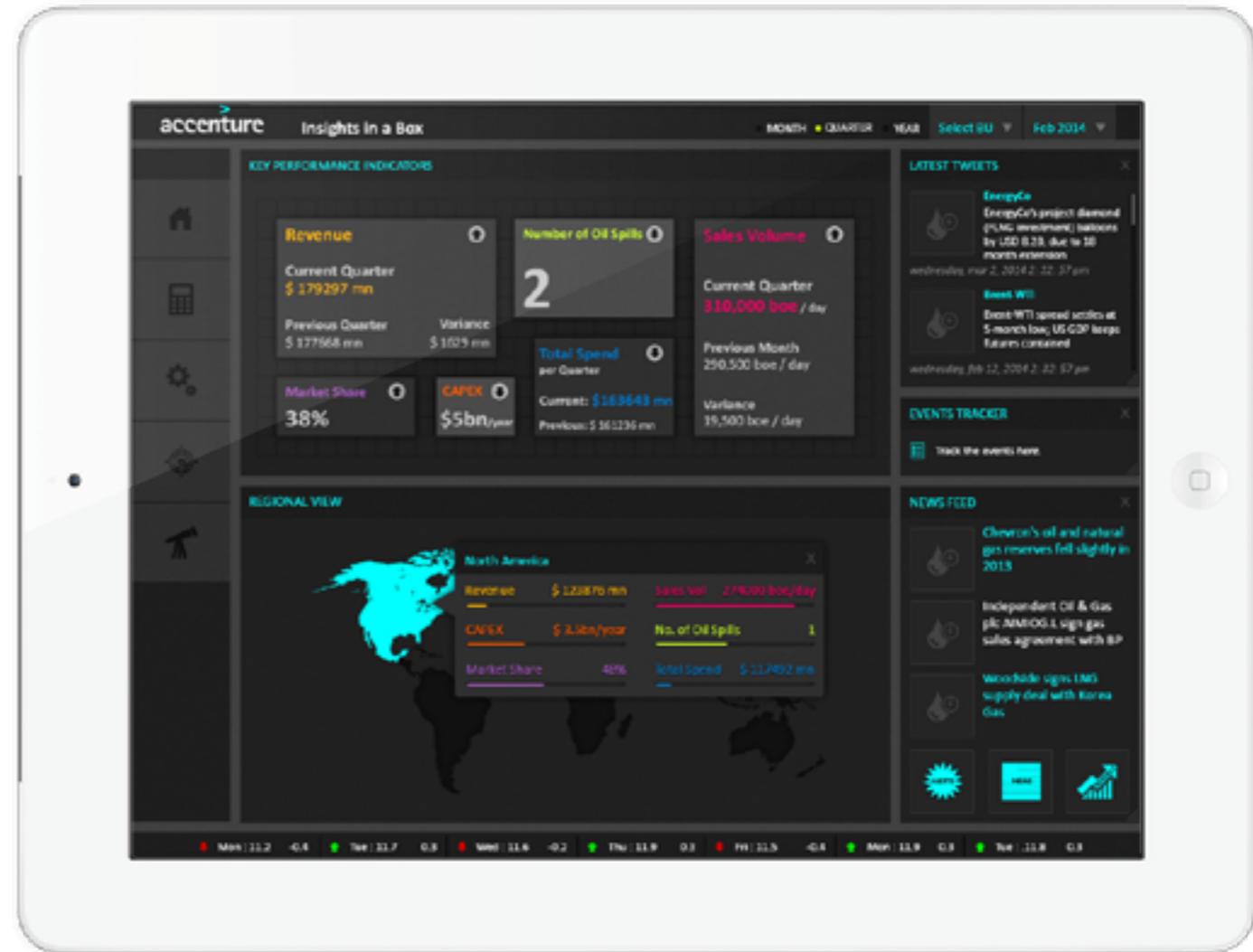


DASHBOARD

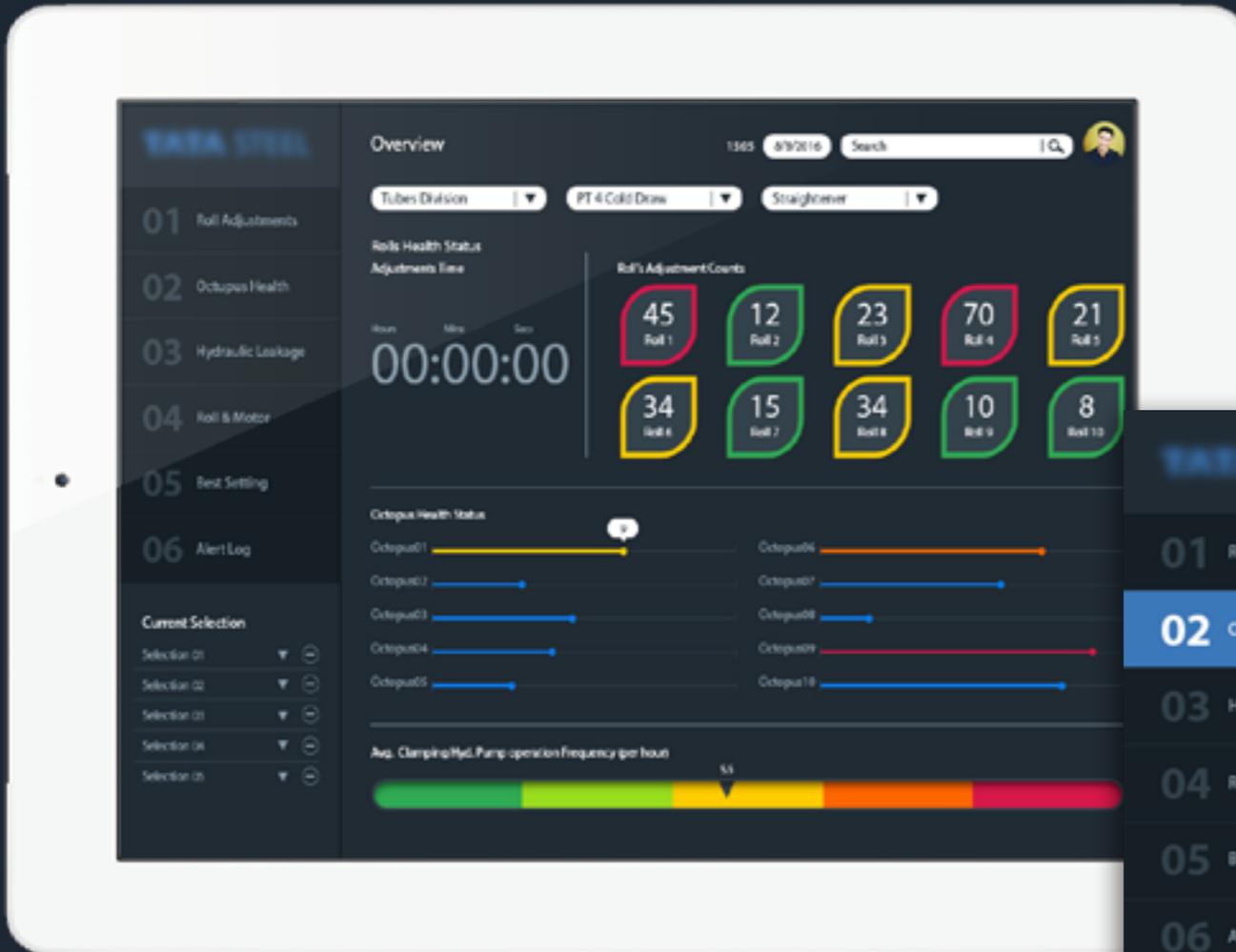
Dashboard screens designed for the CEO of an Energy client to check on the status of operations across the globe.

Challenge was to alert on the problem areas apart from deciding on colors for each product, et all; data intense.

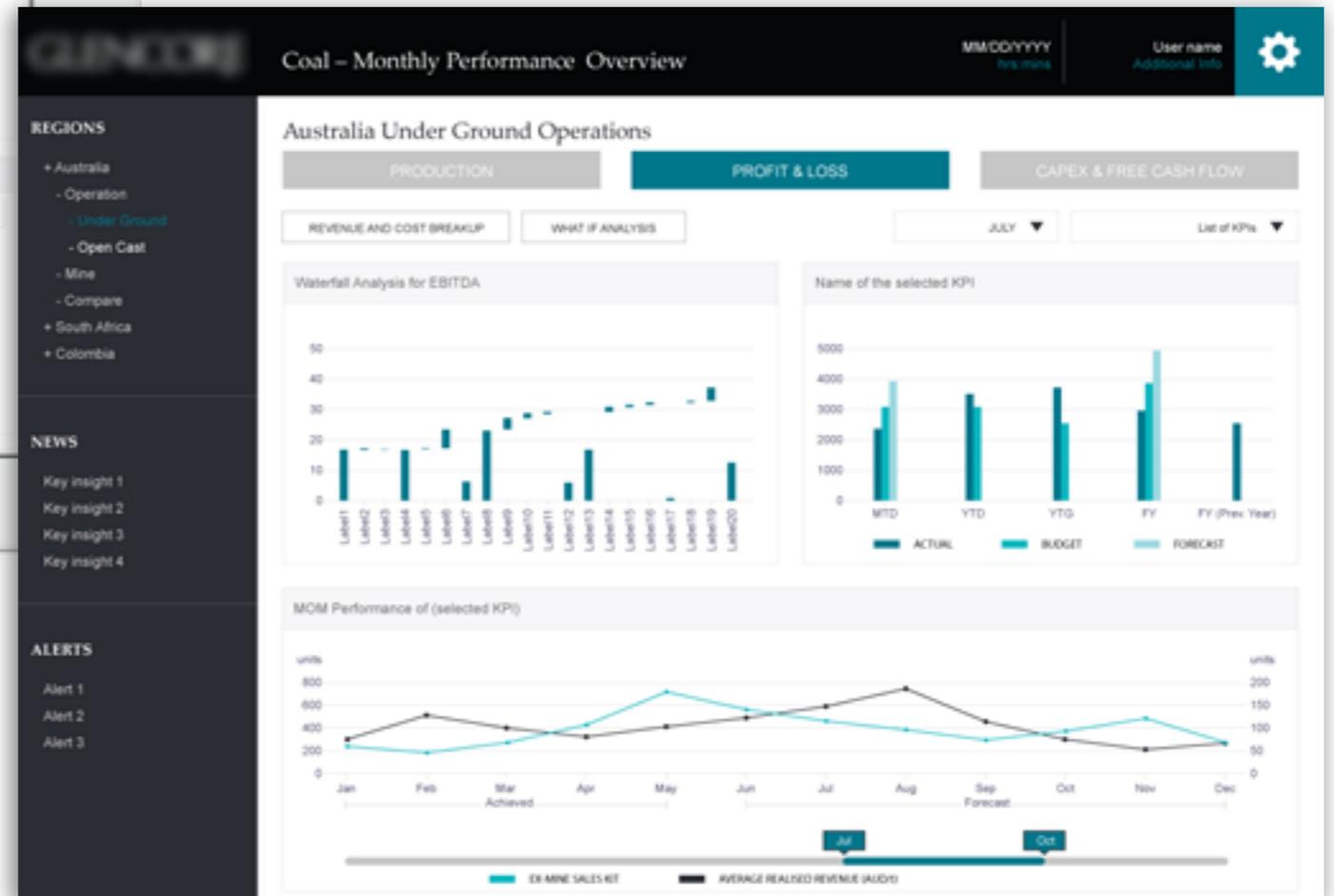
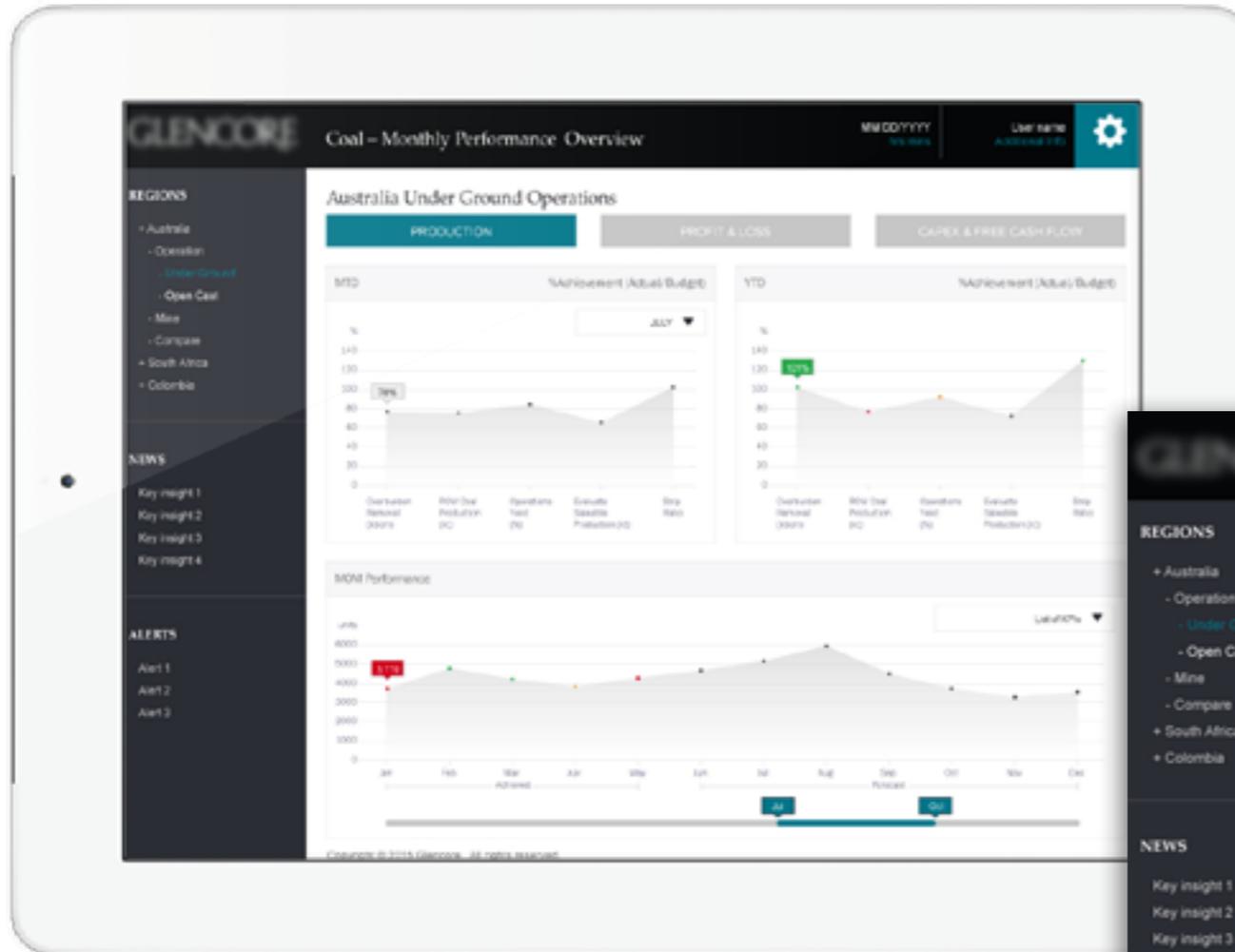
The project was huge success with completely impressed client.



DASHBOARD



DASHBOARD

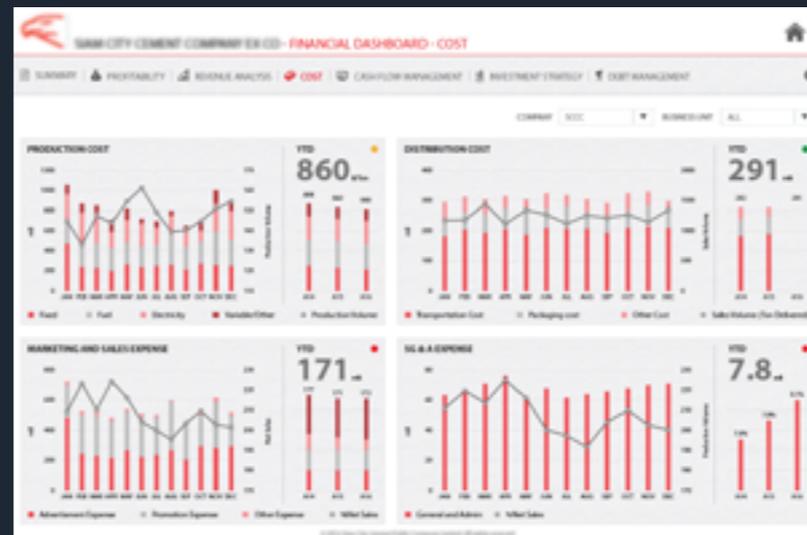
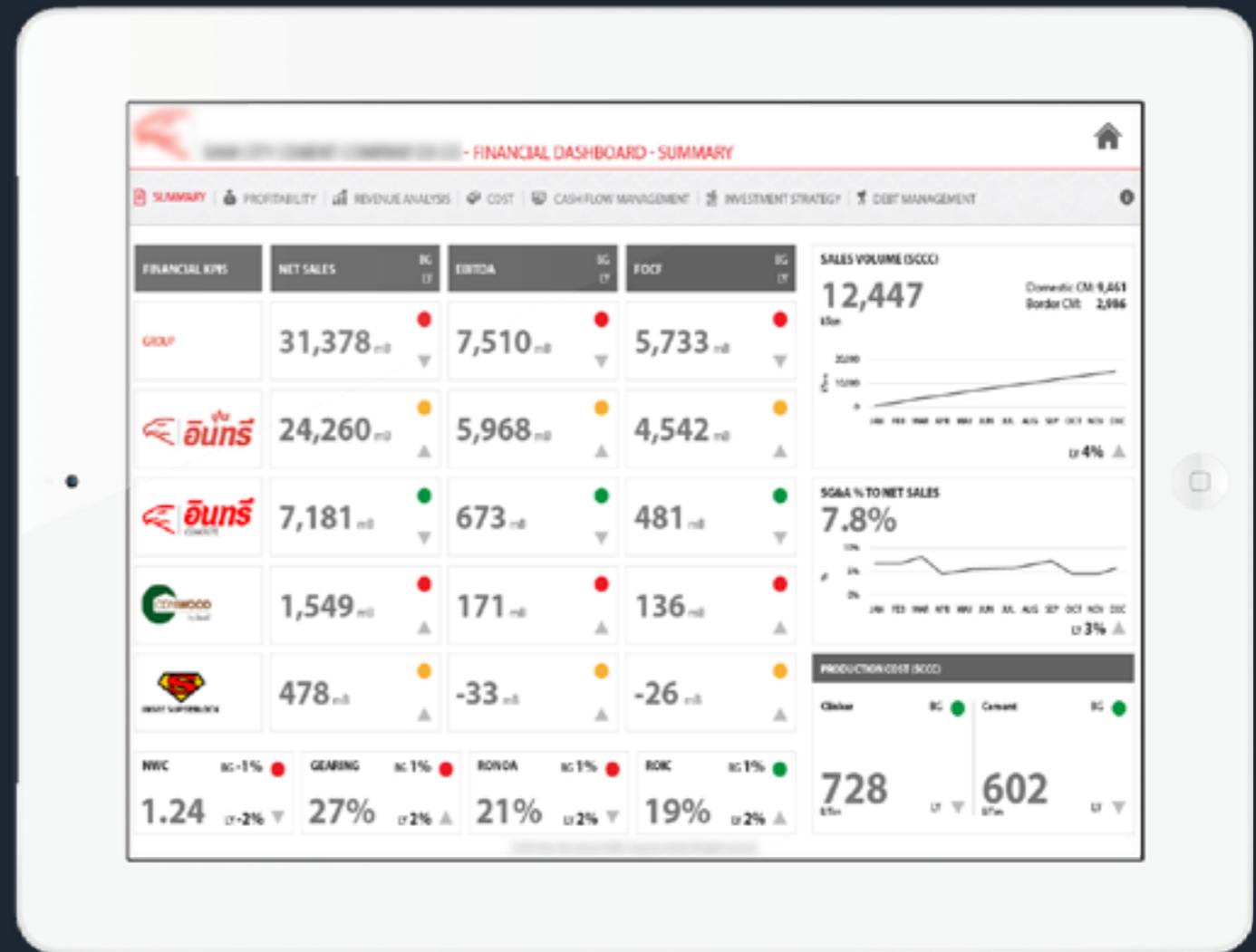


DASHBOARD

Another challenging project for Accenture, fitting in a lot of data and departments on various business groups of this esteemed client into a dashboard.

Under high pressure, on a very short period of time, a tiny color palate, designed many dashboard screens along with designing printables, materials for Orals in parallel.

Received ACE award for this successful project.



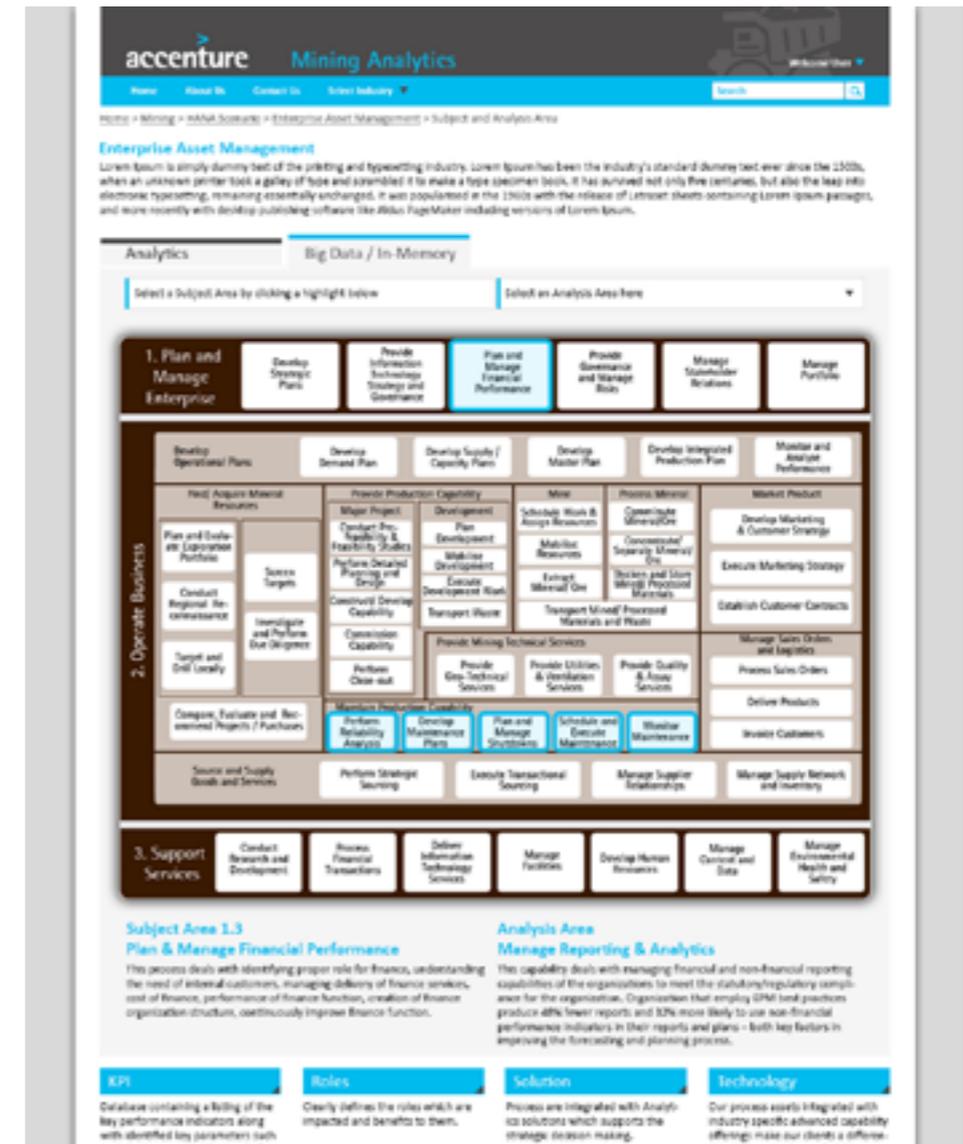
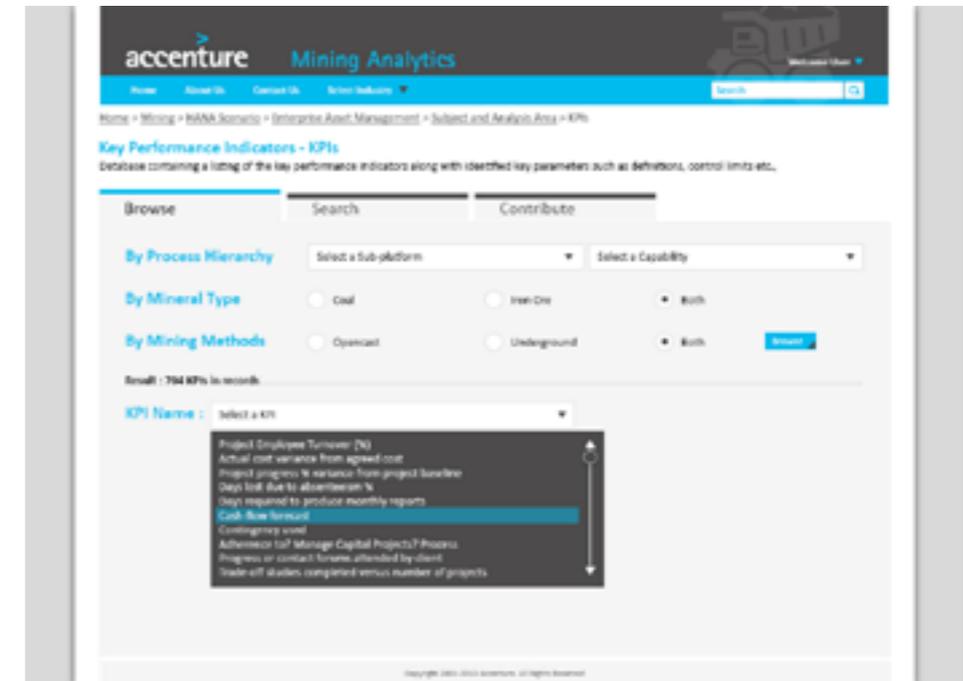
WEB TOOL



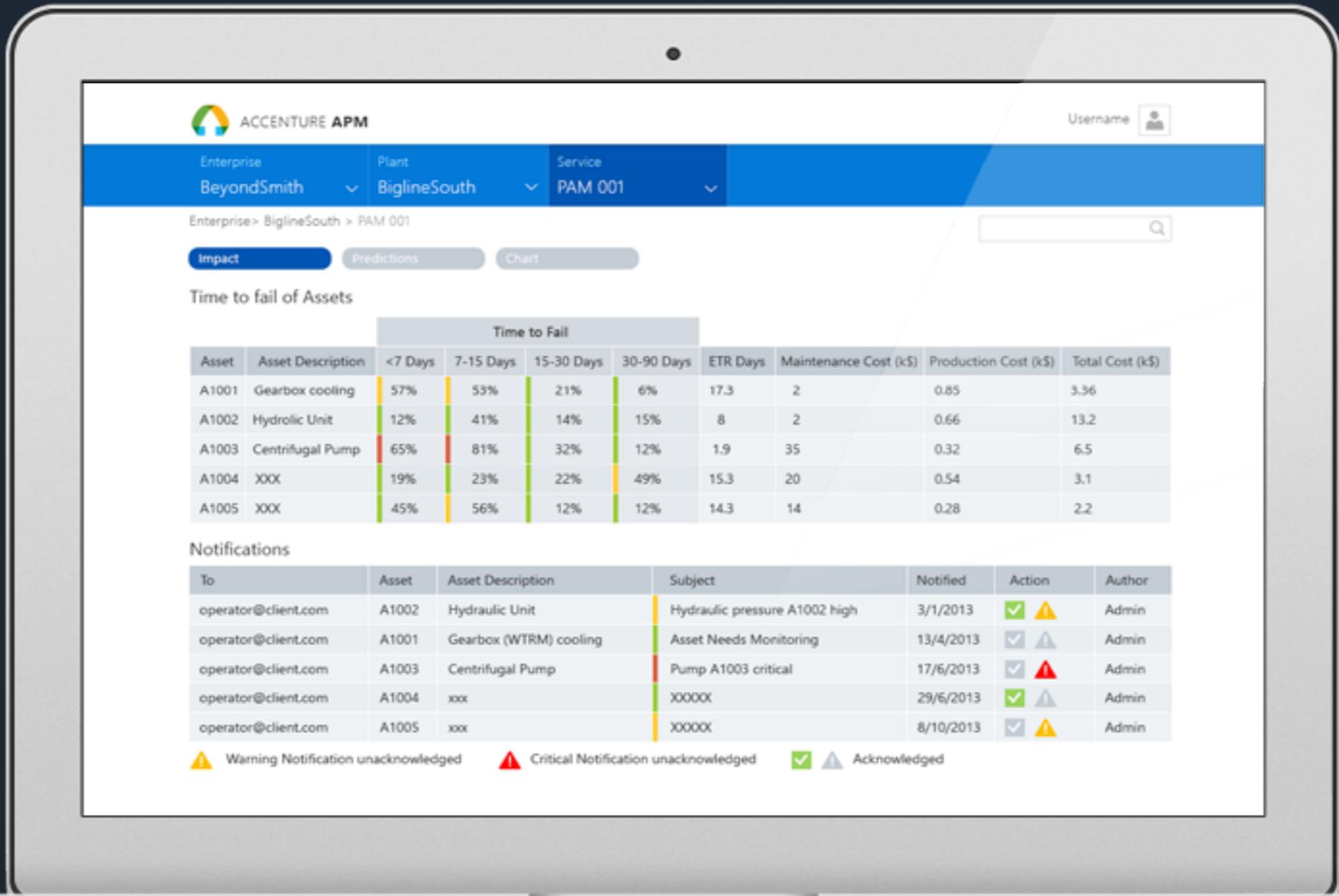
Web tool designed in order to provide Insights into the Business Value of HANA.

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RESPONSIVE DASHBOARD



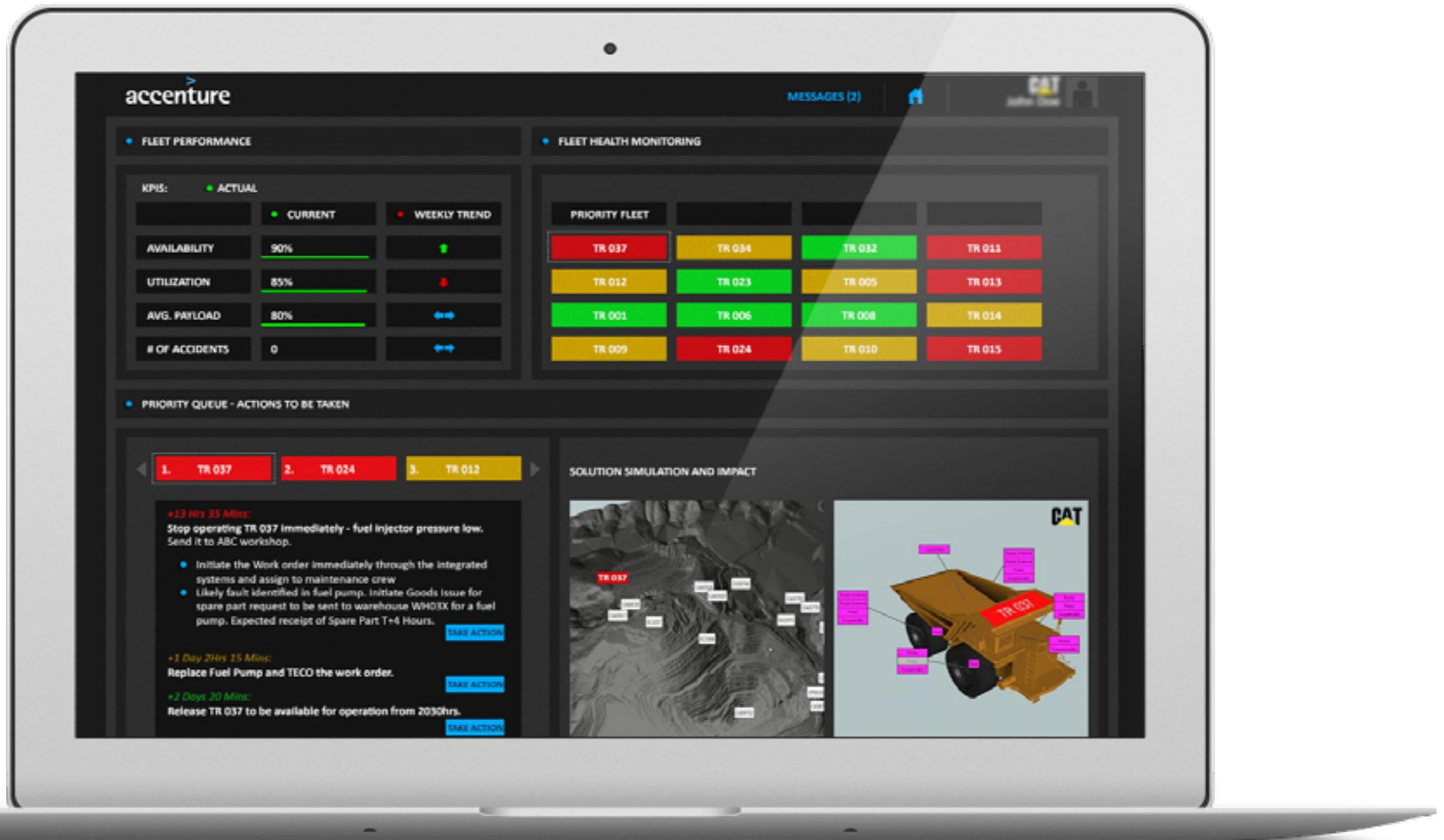
Time to fail of Assets

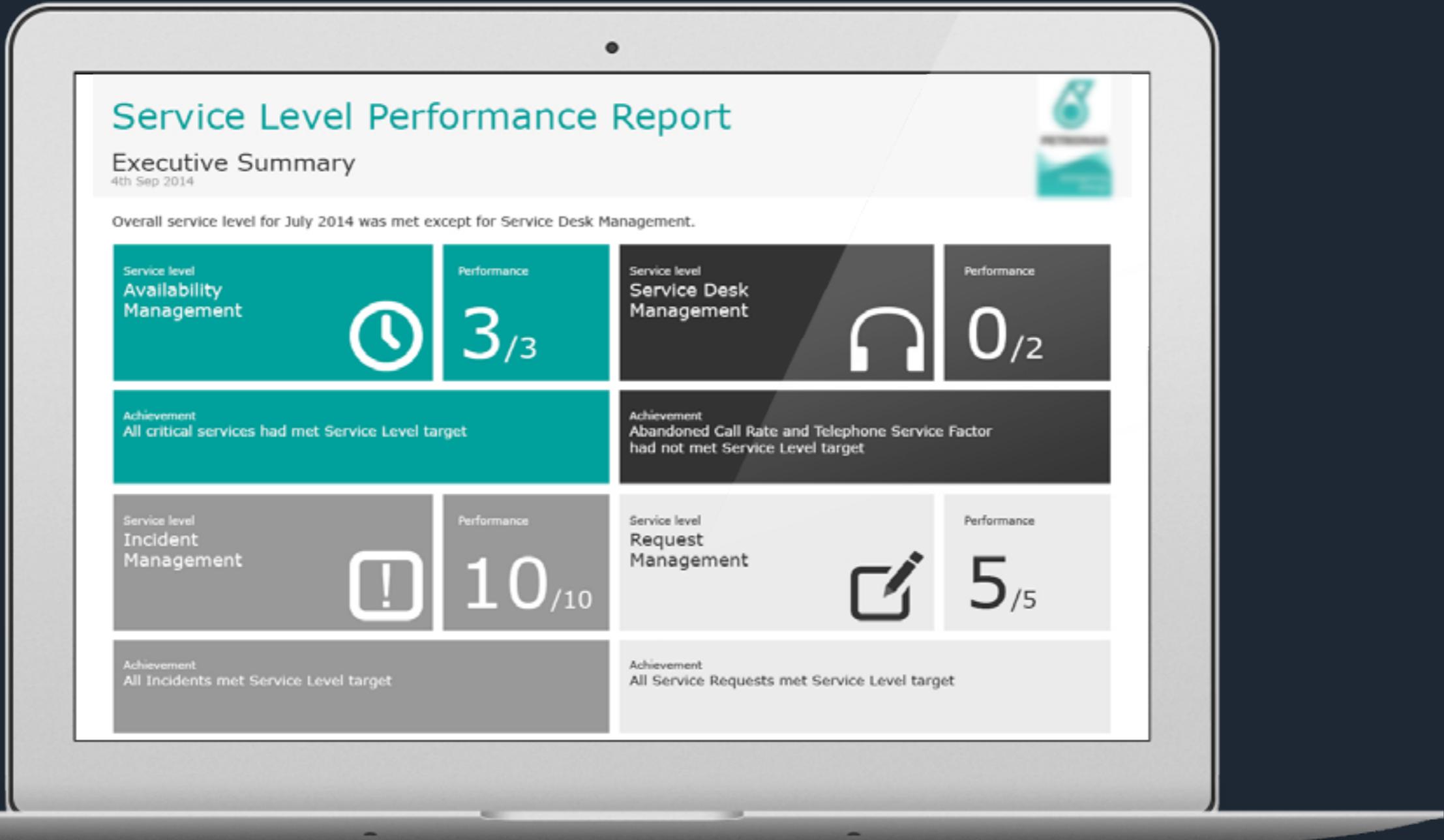
Asset	Asset Description	Time to Fail				ETR Days	Maintenance Cost (k\$)	Production Cost (k\$)	Total Cost (k\$)
		<7 Days	7-15 Days	15-30 Days	30-90 Days				
A1001	Gearbox cooling	57%	53%	21%	6%	17.3	2	0.85	3.36
A1002	Hydraulic Unit	12%	41%	14%	15%	8	2	0.66	13.2
A1003	Centrifugal Pump	65%	81%	32%	12%	1.9	35	0.32	6.5
A1004	XXX	19%	23%	22%	49%	15.3	20	0.54	3.1
A1005	XXX	45%	56%	12%	12%	14.3	14	0.28	2.2

Notifications

To	Asset	Asset Description	Subject	Notified	Action	Author
operator@client.com	A1002	Hydraulic Unit	Hydraulic pressure A1002 high	3/1/2013		Admin
operator@client.com	A1001	Gearbox (WTRM) cooling	Asset Needs Monitoring	13/4/2013		Admin
operator@client.com	A1003	Centrifugal Pump	Pump A1003 critical	17/6/2013		Admin
operator@client.com	A1004	xxx	XXXXX	29/6/2013		Admin
operator@client.com	A1005	xxx	XXXXX	8/10/2013		Admin

Warning Notification unacknowledged Critical Notification unacknowledged Acknowledged







Some more works of mine

<https://www.behance.net/vijisarath90fa>

I am on LinkedIn

[linkedin.com/in/vijayalakshmi-thotakura-b1657519](https://www.linkedin.com/in/vijayalakshmi-thotakura-b1657519)

THANKS FOR YOUR TIME!