Pravat Ranjan Rana

Sr. Manager Frontend UI, Mobile app and Product Design

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As a Sr. Engineering Manager I am - Managing Web Frontend Development, Native App and Product Design team. Having end to end responsibility on site/App feature enhancements, for Walmart Mexico eCommerce business. Have strong analytical and technical acumen with excellent communication, teamwork, team handling and interpersonal skills. Operating horizontal frontend development team to support multiple Agile teams for their UI/UX requirements.

Key responsibilities: Functional Management, Consulting Services, Resource Planning, Project Analysis, Requirement Analysis, Proof of Concepts for new products, Reviewing and Approving Design Standards, Usability and Accessibility guidance, Visual QA, Reviewing and Initiating Documentation of Processes, Formulating Style Guides.

Experience

Walmart eCommerce, *August 2010*
Sr. Manager Frontend UI and Product Design

- Experience in working with geographically distributed teams and project estimation, plan, schedule and tracking, managing multiple priorities
- Proven experience in Agile engineering practices - Scrum, Kanban and Waterfall development practice
- Expertise in setting up Frontend and Native app team from the scratch. Have hired most of the Frontend developers for Walmartlabs IDC.
- Ability to present complex technical information in a clear and concise manner to executives and non-technical leaders
- Strong expertise in stakeholders management. Good in establishing trust and credibility with multiple stakeholders
- Strong expertise in User experience trends, interaction models and Visual Design skills
- Passionate on idea-formation, defining business models and solving business problems through innovation.

Holds two Patent:
Electronic shopping cart processing system and method - Patent number: 9984403.
PRODUCT BROWSING SYSTEM AND METHOD - Publication number: 20160125495

Expertise:
SME: Frontend Engineering, Native App Engineering, UX Process, User Story writing, Flow diagram, Axure/Invision Prototyping, PWA, AMP, Content Management System, Project Management, Project Delivery, Exposure in Visual design and Style guide Preparation, SEO Optimisation, Experience in Front-

end responsive UI development, Web Page Performance optimisation, Analytic: (GTM, Firebase, Fabric, Play console), Good Knowledge in Usability testing and expertise in Web Accessibility guideline

Guidance to start-ups

Provided Frontend UI & UX design guidance to the following startups

Erx Solutions Private Limited, http://www.erxsolutions.in
Skoolneeds – Online School Uniform, books and stationaries ecommerce site
Eduvarsity – Online tutor marketplace and educational classified site
Urbanfresh – Android App for Organic fresh vegetables and daily needs

Travelocity.com, February 2009 – August 2010
Sr. User Interface Technologist

working with online merchandising product management team to define and designing SEO, PPC and promotional landing pages for the various travel products. Leading a team of web developers and designers in UK and India.

- Primary role is conceptualisation of PPC and SEO page, wireframe design, visual design and Frontend development, UI testing
- Developed UI design guidelines and best practices for SEO & PPC landing pages
- Responsible for site page performance optimisation.
- Integrated Travelocity.com portal with travel partners portal like Yahoo travel, Amex travel, City travel etc.
- Driving weekly UI release and validation
- Internationalised lastminute.com Hotels deals portal in 7 languages.
- Responsible for Site SEO optimisation, Analytics integration and reporting

Sapient Corporation, January 2007 – February 2009
Interactive Developer

As a Frontend developer, I have worked on Travel, Banking and telecom projects for Sapient's European business unit. As a development team member my key responsibility was to develop frontend UI for the web applications using frontend technology like. HTML, CSS, Javascript, jQery, Wordpress, PHP. I also contributed as an Information Architecture to defining user flow/journey diagram for some of the projects. The clients/Project I worked in Sapient is Vodafone, Sprint nextel, RIM, Star Aliance, ICICI Bank UK, CommerzBank, Talbots & Jzill fashion etc.

I was one of the core team members to setup Sapient Interactive studio in Gurgaon to operate Sapient Interactive as an Agency model. I have relocated to Gurgaon office to hire top most creative talents to work for Sprint Nextel's Interactive Media Campaign. That was the great accomplishment and exposure towards my leadership career.

QIXO Technologies, *June 2005 – January 2007*
UI Team Lead

- Prepared Branding materials for the Travel Deals portal
- Primary role is IA/Visual design/templates with new concept
- Prepared style guide and grid structure for the Travel and Hotel deals portal
- Responsible to frontend UI and components with cross browser compatibility
- Working with Travel partners to white level the dreemtrips.com Travel portals with channel partners site
- Responsible to make Site SEO friendly and SEO optimization and tracking Analytics reports

Axis-V Creative, *May 2004 – December 2004*
e-Learning Developer

- Closely worked with instructional designers to visualize the learning content storyboard
- Distributing work among the team member and coordinating them
- Actively involved in e-learning Development
- Integrated learning Authoring modules and designs using Flash

White House Business Solutions, *March 2002 – May 2004*
e-learning Developer and Flash programmer

- Worked as a development team member for Malaysian Ministry of Education's e-learning project
- Designed various Interface and learning objects and programmed them using Flash action script

Achievements & Certifications:

- Filed 5 patent and 1 design trademark discloser under Walmart Labs
- Awarded Patent -
  Electronic shopping cart processing system method - Patent number: 9984403.
  PRODUCT BROWSING SYSTEM AND METHOD - Publication number: 20160125495

Educational Qualification:

- Bachelor in Commerce (Hons) from Utkal University, Bhubaneswar, 1995 - 1999
- Professional Diploma in eCommerce GNIIT, 1999 - 2003
- Participated **Human Factors CUA** Training

Personal Details

Date of birth   : 27/07/1978
Nationality   : Indian
Languages known : English, Hindi, Odia and Tamil.
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