Kanchen Rajanna

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I'm a user experience professional with experience working in enterprise, start up and consulting environments for healthcare, education, communication, hardware solutions, new media, AI & machine learning. I provide design leadership and strategy to deliver solutions that inform, engage and simplify people's lives.

I'm experienced in both strategic and tactical aspects of design and have effectively led strategy sessions with cross-discipline teams to inform product direction. I've also managed and mentored designers in user-centered methodologies that include user research, contextual inquiry, service mapping, developing user journeys and personas. My expertise includes user experience leadership, interaction design, information architecture, wire framing, prototyping, story-boarding, writing content, creative direction and visual design.

Software Knowledge and Expertise

I am skilled in tools and technologies for design including Figma, Sketch, Adobe CS, MS Office, Visio as well as basic HTML and CSS.

Education

Rochester Institute of Technology
Rochester, NY
MFA, Graphic Design | Nov 1991

Karnataka Chitrakala Parishath
College of Fine Arts
Bangalore University Bangalore, India
BFA, Visual Communication | Apr 1989

Portfolio available upon request

Work Experience

athenahealth R&D, Bangalore, India
Director, User Experience | Feb 2020 – May 2024
UX management and leadership for athenahealth's revenue cycle management and patient engagement solutions. Partnered with cross functional leadership to align on strategic direction. Led initiatives that informed product roadmap and streamlined UX processes while working with cross functional stakeholders. Collaborated with US counterparts. Responsible for day to day management and mentoring of UX team members, communicating strategic direction and providing design oversight while also providing hands on UX support for features

Scibler Smart Scheduler, Bangalore, India
Director, User Experience | Apr 2013 - Apr 2016
Design leadership and creative strategy in a fast paced startup environment with a cross functional team. Responsible for end to end design evolution of an AI based app from ground-up. Iterated on concepts that evolved from a prototype web plugin to a minimal viable product launched on the iPhone app store.

Microsoft Research, India
Senior User Experience Design Lead, *Consultant* | Aug 2010 - Jun 2013
Designed solutions to drive innovation for multimedia content *Rich Interactive Narratives (RIN)*. Designed the end user experience, including interaction, creative direction and creation of multimedia content to evolve new technologies for experiencing multimedia content online. Engaged with third party content experts and developers to help create an interactive multimedia experience using the RIN platform for an HTML5 site for Internet Explorer 10. GlacierWorks: *"Everest: Rivers of Ice", 2013.*

Microsoft, Redmond, WA
Senior User Experience Designer, *Consultant* | Mar 2002 – Mar 2010
Designed solutions and envisioned concepts for multiple products within the company

Interaction and user experience for productivity apps for *Windows Phone* in a fast-paced collaborative environment with multiple stake holders. Maintained synergy with *Windows Phone 7* guidelines. Future version planning in a cross-discipline team to develop scenarios and concepts for business productivity on the phone.

Touch based gesture nomenclature for *Microsoft Surface Tabletop*, UI for pen-enabled applications for *Tablet PC*, such as *ink to text* and *radial menus*.

Microsoft, Redmond, WA
Product Designer | Jul 1998 - Apr 2001
Information architecture and design for a ground-up evolution of real-time communication tools (evolution from desktop to web). *NetMeeting, Messenger*.

Defining end user scenarios and user experience to help evolve and drive development of an early stage online learning platform. *Microsoft Learning Technologies.*

Microsoft, Redmond, WA
Product Designer, Design Lead, *Consultant* | Jan 1996 - Jul 1998
Interaction design, visual design and content for the web and CD Rom titles.
Bookshelf 99, Office Business Planner (Office 2000), Encarta Encyclopedia web features.

Imergy® (Multimedia Company), New York, NY
Graphic Designer | Oct 1994 - Dec 1995
User interfaces and multimedia content for interactive consumer CD Rom titles.
Hearst New Media: *Chapman's Hands-On Power-boating*, Simon and Schuster Interactive: *Star Trek™ Omnipedia.*

Whitehouse and Company, New York, NY
Graphic Designer | Mar 1992 - Sept 1994
Design, management and production of print media and computer generated imagery from identity programs to book design.