

# HSU KA AN (ROBERT)

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**ON THE NET**  
roberthsu.design

**BORN ON**  
3rd January, 1979

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## SOFTWARE SKILL

**Design**  
Adobe Photoshop  
CorelDraw

**Web Authoring  
Tools / Languages**  
Adobe DreamWeaver  
HTML & CSS  
Adobe Flash

**Wireframing / Prototyping**  
Adobe XD  
InVision App  
Balsamiq

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## PROFESSIONAL QUALIFICATION

**Certified Usability Analyst**  
From:  
Human Factors International

**Designing the  
Mobile User Experience**  
From:  
Human Factors International

**Diploma in Computer Arts**  
From: Edit Systems Pvt. Ltd

**Diploma in Commercial Art  
and Design**  
From:  
Birla Institute of Liberal Arts and  
Management Science (BILAMS)

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## OTHER ACHIEVEMENTS

Invited as **Guest Speaker**  
at: Behance Portfolio Event

## WORK EXPERIENCE

### QUANTUM INVENTIONS

Senior UX Designer • February '17 Onwards

#### Responsibilities

- Lead the UX Team from the Requirement understanding right to the Final Development in the Re-Design of the Organization's Navigation Product.
- Short-listing, conducting tests and interviews of candidates for organisation's designers position.

#### Key Contributions / Recognitions

- Independently Researched on Automotive UX and compiled the Automotive UX Principle Manifesto for the organisation.
- Lead the redesign the entire map used in the navigation app which included Map colours, Road Width in different zoom levels, etc.

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### WEB SPIDERS (INDIA) PVT. LTD.

Senior UX Designer • January '11 to January '17

#### Responsibilities

- Requirement analysis for design from client requirement specification documents.
- Proposing screen flow and developing wireframes of application screens using [Balsamiq](#) / [Evolus Pencil](#) / [Google Slides](#).
- Designing individual application screens ( Desktop / Mobile )
- Creation of application prototype walkthroughs using [InVision Web App](#).
- Short-listing, conducting tests and interviews of candidates for company's designers position.
- Interacting with clients and coordinating team members on projects deliveries.

#### Key Contributions / Recognitions

- Proactively advised and guided the clients on the usability of their design approach and suggested improvements on the same.
- Played a major role in winning a tender by designing a website during the Tender Proposal stage for a Singapore Government project.
- Helped turnaround a critical account by proactively proposing design changes to a Service Exchange Mobile application.
- Introduced InVisionApp Prototyping into the Organisation's Workflow.
- Led the Requirement analysis team for several app Tender, which we won.

#### Key Projects:

##### Company's flagship Event Engagement Mobile Application

Web Spider's flagship product, Event2Mobile an industry leading mobile application for user engagements in conferences and events.

Project Role iOS and Android Mobile and Tablet Application UI Design  
Duration January '11 – till date  
Client In-House

##### Transport Expense Claim Android Application

The client wanted to create a mobile application whereby their employee could keep a track of their transport expenses on official trips so that they can claim them at the end of the month.

Project Role Requirement analysis, screen flow wireframing and UI design of Android Mobile Application Design  
Duration February '14 – till date  
Client A Department of Singapore Government

## ADDITIONAL INFO

### Address

28, Gangadhar Babu Lane,  
Kolkata-700 012.

### Education

**Bachelors of Commerce**  
2002 from St. Xavier's College.

### Indian School Certificate

1998 from St. Joseph's College

### Awards & Extra Curricular Activities

- Serves as the Secretary of Indian Chinese Association for Culture, Welfare and Development.
- Helps in the Association in organizing various cultural events.
- Recipient of the Principal's Achievement Award, January 1998 in St. Joseph's College.
- Represented the school in Inter-School Quiz Competitions.
- Was Co-editor of the School wall magazine.

### Languages Known

English, Hindi and  
Chinese (Speaking).

### Other Interests

Reading and catching up on  
design and technology news.

## Website to build children's engagement and awareness in science and technology

The client wanted to develop a website to accompany their Science themed entertainment centre.

**Project Role** Analysis of Requirement and Proposing a design for the Website  
**Duration** May '14 – till date  
**Client** A Department of Singapore Government

## A Web Application for Visualisation of Store merchandise placements visualization

The client wanted to Re-design their existing web application which allowed user to visualise and plan the position and placements of their products on store shelves and aisles.

**Project Role** Re-design of an existing Web Application  
**Duration** December '13 – June '14  
**Client** A leading UK based virtual retail reality solution provider

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## TATA INTERACTIVE SYSTEMS

Lead Visualiser • March '07 to January '11

### Responsibilities

- Designing both Flash and HTML based e-learning courses for corporate clients.
- Estimating timelines, scheduling deliveries, co-coordinating with the content and technical functions in designing WBT courses.

### Key Contributions / Recognitions

- Was the first recipient of the "Green Belt" in the Kolkata Centre in skill in Photoshop. Green Belt is awarded, as a part of the in-house Competency Management System in recognition of an individual's competency in a particular tool or area.
- Conducted a training on "Tips and Tricks of Photoshop" across all Graphics Band.
- Won an in-house Logo Design Competition, which was conducted as a part of an exercise to come up with a logo solution for a client's requirement.
- Was nominated as one of the top three designers by peers in an annual award function.

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## E-DOMINER SYSTEMS.

Graphic / UI / Flash Designer • July '05 to February '07

### Responsibilities

- In charge of the Front-end design of the Company's Flagship web-based ERP Application built on ASP.NET Platform.
- Define and execute the overall look of the ERP Application including its page structure, usability and icons.
- Create / manage the front-end pages (.aspx files).
- Integrate CSS with application's HTML & .NET Controls.

### Key Contributions

- Centralised the design of the entire application by converting major layout elements of all the pages from HTML based TABLE to CSS driven DIV based layout, this also helped in optimizing the file sizes of most pages by 20%.
- Designed a small in-house Excel Application for tracking Bugs and Tasks, features includes use of Shared Workbook, cell validation and Deadline indication.
- Conceptualised and executed the development of HTML Online Help for the ERP Application, implemented the use of "Macromedia Contribute" for this purpose.