

Summary

Product Designer with strong visual skills and 2+ years of experience in agile environments coordinating end-to-end, client-facing interactive experiences with proven success. I like crafting bold, minimal, intuitive UI designs backed by thought and detail to solve ambiguous problems.

Work Experience

Product Designer | Thomas Jefferson University, Philadelphia

Aug 2022 - May 2024

- Ideated, designed, and prototyped iOS mobile app interfaces, and conducted usability tests to iterate, leading to 90% success.
- Revamped product websites of Borax and Hair Food to integrate e-commerce and SAAS solutions, leveraging industry best practices and strategic enhancements to boost sales and customer retention, resulting in a 30% improvement in Baymard usability analysis scores.
- Conducted a comprehensive research initiative at Cedar Avenue Hospital, Philadelphia, with surveys, interviews, and contextual inquiry to develop and implement strategies to mitigate neighborhood mistrust, facilitating its rebrand with Penn Medicine to boost patient walk-ins.

UI UX Designer | Firebrand Labs, India

April 2022 - July 2022

- Led a four-person cross-functional team managing deliverables, executing B2B and B2C design projects achieving 100% client satisfaction.
- Performed a UX audit and redesigned the existing website of a cloud computing software company by leveraging usability testing, card sorting, heuristic analysis, unstructured interviews with users and stakeholders, and online tools like Google Analytics while adhering to provided deadlines, which increased traffic by 60%. Created a comprehensive design system that was in line with the brand guidelines.
- Interviewed and collaborated with client's Subject Matter Experts from SAP, AI, QA to identify and prioritize B2B needs and requirements to emphasize in design with the right content strategy and iterative design process
- Generated compelling data visualization assets, including infographics and digital creatives for web and social, amplifying the redesigned website, personal branding, and marketing campaigns of leading corporate clients, resulting in a 40% increase in audience engagement.
- Actively collaborated with in-house SEO and Development teams, as well as external cross-functional teams, to ensure design alignment with business objectives and consistency across channels. Participated in UX design thinking sessions with teams across parallel projects.

Creative Designer | Piquai digital, India

Jan 2022 - Apr 2022

- Crafted Piquai website's blog and key interior pages with intuitive design enhancing navigation, increasing page views by 60%.
- Produced layouts and wireframes for interfaces of enterprise SaaS solutions tailored to unique user flows and requirements.
- Executed graphic design initiatives, from social media visuals, logos, icons, illustrations, and infographics, boosting brand visibility and engagement across digital platforms by 40%.

UI UX Designer | RV Matrix, India

Dec 2020 - Dec 2021

- Conceptualized wireframes and web layouts to optimize user experience, focusing on client-driven design and user flow analysis.
- Created pitch decks and compelling product proposals, with data visualization, imagery, and mockups to effectively communicate product visions to stakeholders and potential investors with an 80% conversion rate.

Education

Masters in User Experience and Interaction Design | Thomas Jefferson University, Philadelphia, USA.

Aug 2022 - May 2024

Masters in Electronic Media | Anna University, Chennai, India.

Aug 2018 - Apr 2020

Bachelor in Visual Communication | DG Vaishnav College, Chennai, India.

Aug 2015 - Apr 2018

Certifications

Human-Computer Interaction | Interaction Design Foundation

Aug 2020

User Experience Bootcamp | RV Matrix Software Technologies

Jul 2020

Web Accessibility | Udacity

Jul 2023

Skills

Software skills / Tools

- Figma, Sketch, Adobe XD
- Adobe creative suite
- Basics of HTML, CSS, JavaScript, WordPress
- Google Analytics
- Miro, FigJam
- WIX, Framer, Sharepoint, G Sites, CMS tools
- WAVE, Voiceover

Design skills

- User flow
- Interaction Design
- Design System
- Information Architecture
- Wireframing
- Rapid Prototyping
- Web Responsive Design
- Mobile App Design

Research skills

- Competitor Analysis
- Research Synthesis
- Semi-Structured Interviews
- Journey Mapping
- Usability Testing
- Heuristic Analysis
- WCAG Accessibility Audit
- User research