PROFILE

I'm a **UX Designer** from Chennai, India. I’m focused on creating a meaningful experience through design.

I care about the details and consider the motion design of affordances to be crucial in creating effective, intuitive interfaces. I like prototyping – it helps me think through interaction models and new possibilities. Worked with project teams to create user-friendly application, interfaces and websites for users. Met with clients, project manager, business analyst and architect right from beginning of project, creating rough mock-ups that were refined and extended over many iterations. Adjustments to mock-ups as necessary to address problems encountered.

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PROFICIENT IN

Sketch - 2.5 years experience
90%

Adobe XD - 1.5 years experience
85%

Photoshop - 2 years experience
70%

Invision - 1 years experience
60%

Zeplin - 1 years experience
65%

Illustrator - 6 months
40%

Balsamiq - 7 months

40%

HTML&CSS - 1 years experience

60%

MY ABILITIES INCLUDE

Concept development

90%

Web design

85%

Product design

80%

Storytelling

90%

Prototyping

85%

Storyboarding

70%

User flows

70%

Wireframe & Mockups

90%

Cognitive walkthrough

70%

Task flows

80%

Heuristic evaluation

60%

Mental models

70%

EXPERIENCE

Lead UX Designer @ **Ionixx Technologies** / June 2018 - *Present*

- Interacted with many global clients right from the stage of requirements gathering to user testing.
- Designed and lea a regulatory change management framework system to help various organizations manage regulatory change.
- Worked with the engineering team to create a data management flow for banks.
- Designed products with a focus on user-centered design methodology, research and prototyping.
- Managed UX projects, defined user tasks, navigational elements, and interactions.
- Carried out detailed requirements gathering and acted as a bridge between business needs and the development team by defining the design direction of the project.
- Helped to define the research process and participated in user testing.
- Wrote thorough design briefs for projects.

UX Designer @ **Ionixx Technologies** / June 2017 - *June 2018*

- Ensured seamless client communication for a comprehensive understanding of business goals.
- Worked closely with the entire project team and led the design team to build a coaching platform.
- Worked with the engineering team to create a data management flow for banks.
- Effectively used user-centered design methodology to build detailed wireframes for the website and mobile app projects.
- Wrote test protocols and performed usability tests along with the technology team and real users.
- Conducted detailed reviews of user interfaces to ensure that the product can be up for production.

Visual Designer @ **Ionixx Technologies** / March 2017 - *June 2017*

- Created detailed conceptual wireframes with visual design elements to enhance usability.
- Collaborated with the brand content marketing team and created visual design screens for an automobile selling project.
- Built UI standards along with color, form, typography, and iconography.
- Responsible for synthesizing the aesthetic elements of various products.

Intership @ **Ionixx Technologies** / January 2017 - *March 2017*

- Collaborated with socialist to create a website for a leprosy school.
- Assisted in designing magazines, brochures, banners for a ladies organization FICCI Flo Chennai chapter.
- Volunteer to create a sponsoring data management portal for leprosy.

EDUCATION

B.Tech Information technology | Anand Institute of higher technology / October 2013 - May 2017

VOLUNTEER EXPERIENCE

GNANODAYA SCHOOL

It started as a school for children of people with leprosy, but now has an equal number of kids from elsewhere too. I and a group of young girls made sure to visit the school at least twice in a month to spend our time those little angles by teaching, playing and creating awareness workshops. I wanted to do something for the school so I helped the school in building their website and magazine which served as a source to generate sponsorships.

FICCI FLO CHENNAI CHAPTER

Ficci Flow is an All India Organisation for women, Power to empower. Worked along with Meena Mohan. Past Chairperson. (2017-2018). I was very fascinated by working with this organization since the ideology was to empower women. As a woman, I wanted to contribute to the action of raising the status of women. Helped the organization to organize events and build the magazines.

ROTRACT CLUB

I was an active member of the Rotract Club, Anand Institue of higher technology, India. The motto of this club is to bring together people ages 18-30 to exchange ideas with leaders in the community, develop leadership and professional skills, and have fun through service. My aspiration is to become a leader I joined this club to build my network and also be a part of the social welfare programs to do good to my nation.