



## PROFILE SUMMARY

Senior UI/UX Designer with 5+ years of experience designing intuitive web and mobile applications across B2B, B2C, and enterprise domains. Proven track record of contributing to 20+ full and partial product projects, delivering end-to-end design solutions from user research and strategy to high-fidelity UI and developer handoff.

Strong expertise in user research, information architecture, interaction design, usability optimization, and design systems. Experienced in conducting user interviews, creating personas and journey maps, and translating complex business requirements into scalable, user-centric solutions.

Proficient in leveraging AI-assisted design tools and workflows to enhance productivity, streamline processes and generate actionable UX insights. Skilled at collaborating with product managers, developers, and stakeholders to deliver high-quality, production-ready digital products aligned with both user needs and business goals.

Additionally experienced in graphic design and branding, creating visually engaging assets that strengthen product identity and overall user experience.

## WORK EXPERIENCE

### Senior UI/UX Designer

*Alignminds Technologies Private Limited, Kochi*

*Oct 2022-Present*

- Led UI/UX design for 20+ web and mobile applications, including full product development and feature-level enhancements for enterprise and SaaS platforms.
- Conducted user research through stakeholder discussions, user interviews, surveys, and usability testing to understand user behaviors, needs, and pain points.
- Created detailed user personas, journey maps, task flows, and information architecture to support user-centered design decisions.
- Designed end-to-end user experiences including wireframes, high-fidelity UI mockups, and interactive prototypes using industry-standard design tools.
- Leveraged AI-assisted design tools and workflows to accelerate ideation, improve design efficiency, generate UX insights, and streamline design processes.
- Collaborated closely with product managers, developers, and QA teams to deliver scalable, production-ready design solutions.
- Established structured design systems, UI standards, and reusable components to maintain product consistency and scalability.
- Improved usability by identifying UX gaps, analyzing feedback, and implementing data-driven design improvements.

### UI/UX Designer

*Marc Opportunity Development Ltd, Chennai*

*Jul 2021-Sep 2022*

- Conducted end-to-end UI/UX research and design for MARC C2C platform and Asset Management software.
- Analyzed business requirements and translated them into user flows, wireframes, prototypes, and high-fidelity UI screens.
- Developed information architecture and process flows for upcoming B2C e-commerce applications.
- Designed and improved platform features by addressing usability issues and optimizing user workflows.
- Collaborated with developers and stakeholders to ensure accurate UI implementation and smooth user experience.
- Participated in design reviews, feature updates, and continuous UI enhancements based on feedback.

### UI/UX & Graphic Designer

*Branding Beez Digital Marketing Company, Coimbatore*

*Apr 2020-Jun 2021*

- Delivered UI/UX design solutions for 10+ client projects across websites and digital applications.
- Conducted user requirement analysis and created wireframes, layouts, and high-fidelity UI designs.
- Redesigned existing applications and websites to improve usability, visual hierarchy, and user engagement.
- Designed branding and marketing assets including logos, social media creatives, posters, packaging, and promotional materials.
- Worked closely with marketing and development teams to ensure consistent brand identity and effective visual communication.
- Supported clients in building cohesive brand experiences across digital platforms.

## SKILLS

### User Experience (UX)

User Research • User Interviews • Usability Testing • Information Architecture • User Personas • Journey Mapping • Task Flows • Wireframing • Prototyping • Interaction Design • UX Strategy • Heuristic Evaluation • Accessibility

### User Interface (UI)

Web & Mobile UI Design • Responsive Design • Design Systems • Component Libraries • Visual Hierarchy • Typography • Micro-interactions • UI Patterns • Branding Integration

### AI & Emerging Design Skills

AI-assisted Design Workflows • Prompt-based Ideation • AI-driven UX Research Support • Generative Design Assistance • ChatGPT for UX Content & Research

### Creative Skills

Graphic Design • Logo Design • Branding • Illustration • Photography

## DESIGN TOOLS



Figma



Adobe XD



Sketch



Photoshop



Illustrator



InVision

## EDUCATION

### Diploma in UI/UX Design

*Asian Institute of Design, Bangalore*

*2019-2020*

- Completed comprehensive training in User Experience and User Interface Design principles.
- Gained hands-on experience in user research, wireframing, prototyping, information architecture, and usability testing.
- Worked on end-to-end design projects covering web and mobile application design workflows.
- Specialized in industry-standard tools including Figma, Adobe XD, and prototyping tools.
- Led visual design activities for the final academic project and collaborated within a design team environment.

### Bachelor of Computer Applications

*St. Mary's College, Sulthan Bathery*

*2016-2019*

- Studied core subjects including software engineering, database systems, networking, and application development methodologies.
- Worked on academic projects that involved planning, structuring, and presenting complete web application solutions.
- Gained practical exposure to system workflows, requirement analysis, and documentation practices.
- Developed logical thinking and problem-solving abilities through hands-on programming assignments and team projects.
- Engaged in creative academic activities, contributing to visual presentation and interface design elements in project work.

## INTERESTS

- Illustration • Micro Art • Photography • Music • Dance