KARTHI.P

Sr.UI/UX DESIGNER

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SUMMARY

Hi, I am a UI/UX Designer strategist for multi-channel applications. I do researches on experience journey on a particular topic and provide customer-centric design solutions.

My designs are aesthetic and impressive. With my 15 years of experience, I create the design that really works. I interact with people to help generate design ideas and make paper prototypes & low-fidelity mock-ups that are user-friendly

- Hands on experience in iOS, Android, Web developments and app store design requirements
- Experienced in user centered mobile and web applications with strong emotional appeal and intuitive navigations to maximize user engagement
- Experience in responsive website skills
- Usability evaluation of web sites and application
- Implemented wireframes to interactive prototypes for various brokerage and bank clients.

TECHNICAL SKILLS

SOFTWARE	DESIGN
Adobe XD	Product Design
Sketch	Service Design
Figma	Design Research
Invision	Design Strategy
Principle	Persona Creation
Photoshop	Storyboarding
Illustrator	Usability Testing
Indesign	Low to High Fidelity Design
Flash	Prototyping
HTML/CSS	User Interface Design

PROJECT HIGHLIGHTS

Kotak Securities:

Information architecture, multi-tenant application design, user flow, complex menu and dashboard personalisation designs

Kotak Mahindra Bank:

Account opening flow, wireframes, icons, user flow validations, interactive prototype with collaborative feedback, MyKotak design concepts

INDUS Mobile:

End to End product designs, directions, client coordination, design Supporting remote development, UI testing and red line design documents for brand consistency across various internal products

Axis Bank:

The interfaces I had created for Axis Bank mobile banking app have eased it to be one among the finalists for 'Most Effective Mobile Payment Solution' –Effective Mobile Marketing Awards and' Best User Experience for Mobile' –Mobile Excellence Awards

WORK EXPERIENCE

- **Market Simplified India Ltd, (Aug 2015 - June 2024)**
  Sr. UI/UX Designer

  - Involved in complete mobile and web design developments

  - Design eye-catching mobile mock-ups with pixel perfection.

  - Managing team of designers and guide them for brokerages and banks design concepts and guide them till delivery.

  - Construct interactive prototypes of UI designs using UX technologies

  - Develop UI for Mobile Apps, responsible for building high quality, front-end features for clients' mobile platform.

  - Collaborate with Product Managers, Marketing, Engineers, Visual Designers and Project Managers to produce a functioning, intuitive & aesthetically pleasing product for Clients on a very tight schedule

- **Tagit India Pvt Ltd, Chennai (Dec 2013 - Aug 2015)**
  Sr. UI/UX Designer

  - Designed high quality frond end interfaces for mobile and web sites.

  - Cross platform design implementation for Blackberry, Android, iOS and web sites

  - Have significant track record in defining and delivering great user experiences for web applications, desktop applications, websites and mobile applications.

  - Construct interactive prototypes of UI designs using UX technologies

  - Experience in designing wireframes, high fidelity, low fidelity and paper prototypes and visual design.

  - Organized and simplified product features.

- **Shriram IT solutions, Chennai (2010-2013)**
  Web/Graphics Designer

  - Implemented website, graphics designs, logo designs

  - Website customization using HTML, CSS, jQue

  - Usability testing of new wireframes and prototypes

  - Designed interactive learning tool using Adobe, Flash and HTM

EDUCATION & CERTIFICATIONS

- 2004   Bachelor of Commerce and Diploma in Visual Designing
- 2008   MBA systems

AWARDS

- In recognition of outstanding achievement and excellence delivered in the IndusMobile - Mobile Banking Project, August 2016

- The application designed by myself for KMB Kotak Mahindra Bank got " Best User Experience for Mobile" under Mobile Technology in Mobile Excellence Awards.

HOBBIES

- Photography, Music

LANGUAGES

- English, Tamil