



Jeyanth R

UX/UI Designer

Personal Info

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Personal Profile

With 2.5+ years of experience in UX/UI design, I've honed my skills in addressing user needs and solving problems effectively. My background includes working on motion graphic designs and collaborating on marketing projects. My primary focus lies in creating user-friendly and accessible applications, with a keen understanding of the pain points users face. I specialize in designing for SaaS products, web apps, mobile apps tailored for B2B applications, and also worked on the portals of Service Now and Salesforce which ensuring optimal usability and accessibility from the user's perspective.

Skills

User Research & Problem Solving

User Experience

User Interface

Prototyping

Brand Designer

Mob & Web Design

Critical Functionality Thinking

HTML / CSS

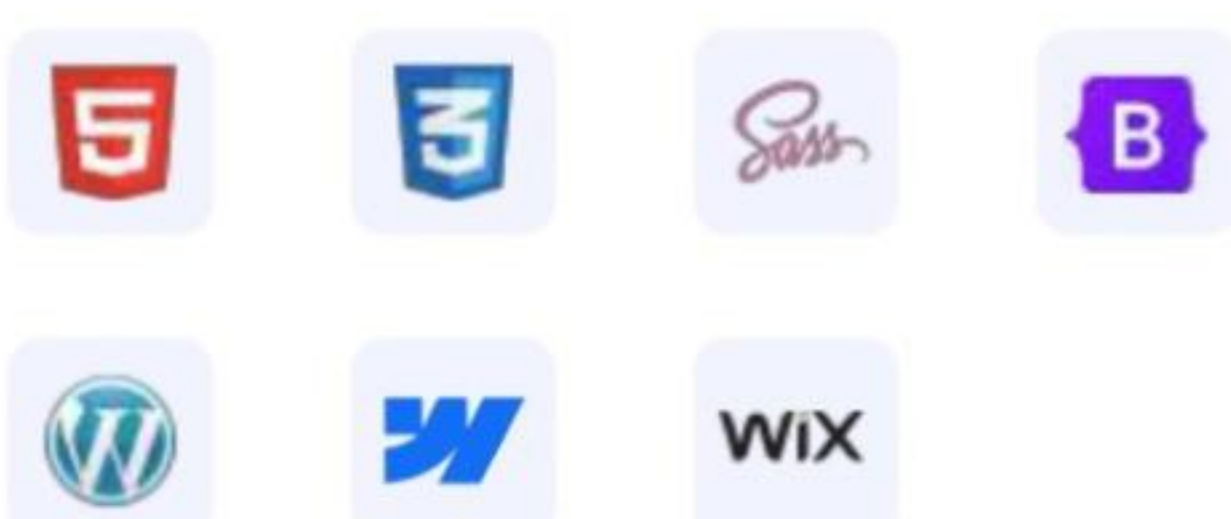
WordPress / Wix / Webflow Developer

Motion Graphic Designer

Design Tools



Other Tool & Framework



Known Platforms



Experience

Dec, 2021 - Present

Avasoft

UX/UI Designer

Worked as a junior UX/UI designer, improvised the problem solving skills from the requirement gathering and studied the way of interface designs on B2B and B2C product based on the engineering standards.

May, 2019 - Nov, 2021

We Define Net
(Self-Employed)

Co-Founder

Started a new era of learning here as a co-founder to take actions in digital transformation and digital marketing, finds more insights on the sales and client dealings.

June, 2020

Seaxpert Shipping
(Part-time)

Internship as Graphic and Motion Designer

Worked as a graphic designer for the company logo recreation, brochures, posters and other graphic elements for their commercial growth.

Education

2018 - 2022

B.E Electrical And Electronics Engineering

Rajalakshmi Institute of Technology

Completed the bachelor degree with 8.6 CGPA but concentrated on the design part on both electrical and electronic phase (Matlab)

2018

Higher Secondary School

Shri Krishnaswamy Matriculation Higher Secondary School

Studied the computer science course and learned the functional basic concepts on the computer language and the terms of it.

Certifications and Awards

3rd Position on Techstars Startup Weekend
2019

Fundamental of Digital Marketing Unlocked
2019

English Proficiency
2020

Google Ads Search Certifications
2020

Java
2020

Recent Designing Engagements

Web Application - HRMS

Role - UX/UI Designer

Responsibilities

Took the lead to define the problem statement and product analysis.

I collaborated with HR professionals and employees to research HRMS challenges and define use cases.

Created the Information Architecture and user flow (based on the work flow) to defined the navigation structure.

Created the wireframes to present the first level business flow and iterated the feedbacks.

Developed the visuals mockups based on the guidelines defined with the micro interactive prototype.

Conducted the usability testing to ensure the optimal accessibilities and iterate the feedbacks.

Implemented front-end development by converting the designs to HTML and CSS.

Established and cross check the design system interactions to ensure visual consistency and usability across the application.

Web Application - Auction

Role - UI Designer

Responsibilities

Collaborated with business analysts to understand functional requirements respective with the plan.

Align business goals with user experience objectives and researched about the user persona.

Created the information architecture and developed wireframes for the key screens based on the work flow.

Based on the Brand Identity and guidelines, created the visual mockups with the micro interactive wireframes.

Conduct usability testing to optimize the user interactions and iterate based on the feedbacks.

Implement the UI design to ensure the user flow with the evaluation functionalities.

Build the HTML and CSS with the micro interactive elements to enhance the usability.

Website Design - Rental E-com

Role - UX/UI Designer

Responsibilities

I analyzed user behavior and evaluated website functionality to identify areas for improvement in usability.

Optimizing the user flow diagram based on the business flow and the competitor analysis.

Defined information architecture respective to the product grouping and categorization.

Ensure the user interface reflects the new brand identity and maintained the consistency in design elements.

Create new visual mockups with the interaction prototype and iterated based on the feedbacks.

Implemented accessibility improvements based on the WCAG guidelines.

I aligned customer experience with marketing strategies and verified accessibility through user testing.

ServiceNow Portal - Migration to EC

Role - UI/UX Designer

Responsibilities

I researched user workflows, pain points, and needs, and analyzed the platform to inform design decisions.

Conducted a thorough analysis of existing service portal content, taxonomy, and accessibility to identify areas for improvement.

Based on the taxonomy and key business area functions, define an optimized hierarchy navigation.

When creating wireframes for specific functionalities, I define a list of widgets based on problem ideation.

Creating visual interfaces that align with ServiceNow's design principles and branding.

Conduct usability testing to validate design decisions and improve usability.

Work closely with developers to ensure accurate implementation of designs.

Mobile App - Sales Lead App

Role - UX/UI Designer

Responsibilities

I analyzed the Salesforce platform's data model for a mobile app and collaborated with business analysts and developers to define application functionalities.

Based on user role research and functional use cases, I defined the application scope and workflow aligned with user roles.

Categorized the navigations and defined integrated view of web and mobile sales lead management application.

Created the wireframes for the key interaction screens and iterated based on the feedbacks.

Created visual mockups for app and mobile with the prototype interactions respective to the work flow.

Implemented the front-end elements of HTML and CSS. Cross checked the design system to ensure the interactions.

Recent Development Engagement

Product / Logistics Website

WordPress Development

Responsibilities

Here, based on the UI design interactions. Listed the development pages and drafted a component list.

Checked the feasibility of the functionalities and if there is any needs of plugin, listed out the necessity access to proceed development

Based on the feasibility check, Took a lead to define to go with theme based website or to develop as custom website respective to the server and payment cross platforms.

Enclosed the page wise development with the page wise responsive unit testing.

Cross check once again with the prototype UI interaction and move to testing environment

Iterated the bugs and have a web demo to the stakeholders to get GO-LIVE confirmation to push to LIVE.

Insurance Website

Webflow Development

(Service)

Responsibilities

Collaborated with stakeholders to get to know the business understanding.

Run through to entire website to find the UI issues, performance, SEO strength, leads conversion and listed out the list of UX issues.

Fixed all the UI issues and created a visuals as a proposal to improvise the website experience to make the conversion.

Upgraded the experience and tracked the conversion leads through the google analytics and salesforce interaction to provide a customer experience.

Web Application - Skill Analysis Tool

HTML / CSS Developer

Responsibilities

Here, based on the UI design interactions. Listed the development pages and drafted the component list.

Defined the folder structure for the entire development (CSS, Documents, JS, Media, Index.HTML)

Need to verify the Sass variables for colors, fonts, font size and other common properties. And also, cross checked the classes to make it easier to reuse the properties for the UI elements.

Enclosed the page wise development with the page wise responsive unit testing.

Cross check once again with the prototype UI interaction and move to development team to proceed further integrations.

Recent Motion Graphic Design Engagements

Product Feature and GIF Video

Storyboarding and Motion Graphic Design

Responsibilities

Collaborated with Business Analysis Team for the business knowledge Transfer.

Highlighted the feature to be presented to enhance Unique feature to be performed in the application

Prepared the storyboard narration before the the video creation and based on the feedbacks, updated the storyboard

Created the entire motion graphic UI elements based on the storyboard for the animation.

Created the video from the given timeline and provided with a mock presentation.

Conducted a motion attractive response test and updated the narration of the video interaction.

Organization Services Based Videos

Motion Graphic Design

Responsibilities

Prepared platform service based contents co-ordinated with business analysis.

Drafted documentation for each videos and created graphical UI elements.

Created marketing collaterals like brochures, 3 Fold Pamlet, Poster Cards and Branding Banners.

Organization Product Branding videos and marketing collaterals to present in the organization events.

Social Links



LinkedIn

<https://www.linkedin.net/jeyanth.r>