PRAVEEN KUMAR M

UX UI Designer

INFO

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Bangalore

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EDUCATION

B.E - CSE
2010 - 2013 (7.2 CGPA)
Erode Sengunthar Engineering College.

Diploma in Information Technology
2007 - 2010 (88%)
Sri Ragavendra Polytechnic College.

PROFESSIONAL SKILLS

- Gathering User Data, Interviews
- Task Flows, User Journeys
- Persona and Scenario
- Site Maps, User Flows
- Wireframes Sketches
- Rapid Prototyping Interactive
- Understanding of Design Principles
- Prototypes / Usability Testing
- HTML & CSS

TOOLS

PROFILE

With **9+ years** of UI/UX design expertise, I specialize in creating impactful user experiences. I've successfully delivered **10+ projects, spanning web/mobile apps, SaaS Products, Physical Security Products, E-commerce platforms, and Financial services**. My approach involves gathering information about clients' requirements, identifying areas for research and design, and is rooted in interactive testing and data-driven design principles. This consistently enhances user satisfaction and drives conversion rates. I'm dedicated to leveraging my skills to bring monetized improvements to the organizations I work with

WORK EXPERIENCE   **Senior UX Designer** (Jun 2021 - Present)

Ace Turtle Services Pvt Ltd, Bangalore   **Senior UX Designer** (Jun 2021 - Present)

Role: As a Senior UX Designer, I have handled **Saas Product, Retail Mobile App, and E-commerce B2B and B2C Webshop Project**. I took responsibility for all the data gathering for all the projects. I have also conducted multi-brainstorming sessions to enhance the project and put them into the wireframe, and convert them into UI. Finally will present the whole project to the Client/Stakeholders and dev to make them understand the flow of the project.

Projects: Rubicon (SaaS Product), Connect App (Retail Mobile app), Brand Webshop

Innominds Software Pvt Ltd, Bangalore   **UX Designer** (Feb 2020 - Jun 2021)

Role: As a UX Designer, I'm involved in big project called **Physical Identity & Access Management (PIAM) and Security Operation Center(SOC)**. Extended expertise to **security operating centers, visitor management dashboards, kiosks, external portals, ticketing systems**, and many other which aimed at delivering the best to the customers. which helps to build the flawless UI following the build design system.

Projects: Vector Flow (Physical Security Product)

Waycool Food and Products Pvt Ltd, Chennai   **Application Designer** (Mar 2019 - Dec 2019)

Role: As a Application Designer, I've independently managed three projects. I assumed responsibility for **data gathering** across all projects and facilitated multiple **brainstorming** sessions to enrich project concepts, translating them into **wireframes** and **UI designs**. Ultimately, I'll present the complete project to stakeholders (business team) and developers to ensure comprehension of the project's flow.

Projects: Outgrow: Farming Solutions App, Digital Operations Platform (DOP) and Help Desk.

Amnet Systems Pvt Ltd, Chennai   **Senior Graphic Designer** (Feb 2018 - Mar 2019)

Role: As a Sr. Designer, **I create a portal** where the admin can track the employee's data like leaves, payslips and their information, along with their work time monitoring.

Projects: Amnet (Desktop - Admin and User)

Born Commerce Pvt Ltd, Chennai   **Mac Executive / UI Designer** (Sep 2014 - Feb 2018)
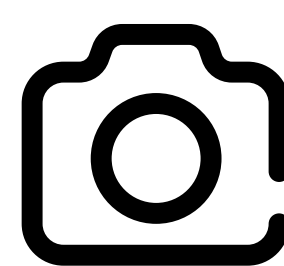
Role: As a Mac Executive, I have done image editing work for the magazine.

Projects: JL, AMI & DMG (Magazine)

Role: As a UI Designer, I assisted my senior in all his **UI works** and started to understand **UX processes** by participating in all the meetings as an absorber.

Projects: Tata Cliq

HOBBIES