



INFO

Place

Bengaluru

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Portfolio

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LinkedIn

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EDUCATION

Bachelor of Engineering - CSE

Erode Sengunthar Engineering College

2010 - 2013 Erode - Tamilnadu

SKILLS & EXPERTISE

UX/UI Design

Wireframing, Prototyping, Design Systems

User Research & Testing

A/B testing, Heatmaps, Usability testing

Design Thinking & Problem-Solving

Human-Centered Design, Data-Driven UX

SaaS & Enterprise UX

Dashboard design, Admin panels, Workflow automation

E-commerce Design Interface

Checkout flow optimization, Product page UX, Conversion rate improvement

Design Principles & Strategy

User-Centered Design, Accessibility, Consistency, Scalability

Collaboration & Leadership

Cross-functional teamwork, Agile methodologies

Front-End Knowledge

HTML, CSS, JavaScript, React (for design handoff)

PRAVEEN KUMAR M

UX/UI Designer | User-Centered Design | Product Designer | SaaS & Mobile Apps | Data-Driven Insights |



PROFILE SUMMARY

A seasoned **UI/UX Designer with over 10 years** of experience crafting memorable user experiences. **I have successfully completed more than 10+ projects**, encompassing Web and Mobile applications, CMS-based websites, IoT, Physical Security Product, Ecommerce & SaaS platforms, and financial services. Advanced in interactive testing and data-driven design, consistently enhances user satisfaction and boosts conversions. Targeting a challenging leadership role to leverage the skills and expertise in the optimal future growth of an organization.

Skilled in creating user-centric designs through in-depth research, data-driven insights, and interactive testing. Proficient in transforming complex user needs into intuitive, engaging, and accessible designs that drive user satisfaction and business success.

Proficient in leveraging analytics tools such as Google Analytics and Heap to drive design decisions. Experienced in conducting usability testing and user feedback sessions to refine and enhance design solutions, leading to significant improvements in user experience and conversion rates.

Skilled in enhancing website and app performance through A/B testing, iterative design, and precision. Delivered notable improvements in load times, usability, and user satisfaction.

PROFESSIONAL EXPERIENCE

Ace Turtle Omni Private Limited (August Purple Services Private Limited)

Senior UX/UI Designer

Jun 2021 - Present Bengaluru

- As a Senior UX Designer, I have led the design of SaaS products, retail mobile apps, and B2B/B2C e-commerce webshops, spearheading the redesign of SaaS-based e-commerce platforms to enhance user engagement by 30%.
- Integrated AI-driven UX solutions, enhancing product recommendations and user interactions.
- Took responsibility for all the data gathering for all the projects and Conducted multi-brainstorming sessions to enhance the project and put them into wireframes, then convert them into UI.
- Led usability testing and A/B experiments, optimizing conversion rates and customer satisfaction.
- Designed the Connect App, a centralized platform for managing omnichannel retail operations, improving efficiency for brands and retailers.
- Enhanced inventory and order management interfaces, optimizing workflows for seamless operations.
- Implemented role-based access and user-specific dashboards, tailoring insights for different stakeholders.

Innominds Software Pvt Ltd

UX Designer

02/2020 - 06/2021 Bengaluru

- Designed AI-powered physical security solutions, enhancing threat detection UX for enterprises while contributing to major projects like 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 other systems aimed at delivering the best to customers.
- Developed accessible and inclusive UI components for multi-platform applications.
- Designed and optimized security monitoring dashboards, ensuring real-time visualization of potential threats.
- Enhanced surveillance system interfaces, enabling faster operator response times and improved anomaly detection workflows.
- Implemented role-based access controls and authentication flows, strengthening security measures while maintaining user-friendly interactions.
- Projects: Vector Flow (Physical Security Product)

TECHNICAL SKILLS

Design Software

Sketch, Figma, Adobe XD, InVision, Axure, Canva, Zeplin, Miro.

Visual Design

Adobe Creative Cloud (Photoshop, Illustrator, etc.), establishing and maintaining style guides.

User Testing & Feedback

UserTesting, Typeform, Miro; conducting sessions and gathering actionable feedback.

Analytics & Data Visualization

Google Analytics, Heap; monitoring user interactions and driving data-driven Improvements.

Agile & Lean UX Methodologies

Integrating design activities into Agile sprints for iterative improvements and rapid Prototyping.

Advanced User Research

Conducting competitive analysis, developing user personas, and mapping customer journeys to translate insights into actionable strategies.

Waycool Food and Products Pvt Ltd

Application Designer

03/2019 - 12/2019 Chennai

- Designed B2B & B2C e-commerce applications focused on agriculture supply chains, optimizing workflows for farmers, vendors, and distributors.
- Led the UX/UI design for inventory and order management systems, streamlining operations for farm-to-retail supply chains.
- Developed adaptive UI components for mobile applications, enhancing usability for field agents and vendors in remote areas.
- Designed the Digital Operations Platform (DOP) to optimize farm-to-retail supply chain management for invoice management and payment processing.
- Presented the complete project to stakeholders 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

Senior Graphic Designer

02/2018 03/2019 Chennai

- 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

Mac Executive / UI Designer

09/2014 02/2018 Chennai

- As a Mac Executive, I have done image editing work for the magazine
- Projects: JL, AMI & DMG (Magazine)
- 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

PROJECT HIGHLIGHTS

AI-Driven Personalization

Implemented AI-powered recommendation engines, increasing user engagement by 40%.

SaaS Dashboard Design

Developed scalable admin panels for business intelligence tools.

Conversational UX & Chatbots

Designed AI-integrated chatbots for customer support automation.

E-commerce UX

Enhanced checkout flow, reducing cart abandonment by 15%.

Accessibility-First UX

Designed inclusive experiences, ensuring compliance with WCAG standards.

Physical Security UX

Improved security system usability, reducing false alarms and enhancing operator efficiency.

Omnichannel Retail UX

Designed Connect App for streamlined brand-retailer collaboration, improving order fulfillment efficiency.