

Subash S

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SKILLS

- **User Experience** User Needs • Empath Mapping • User Goals • Usability Testing
- **User Interface** Clarity & Simplicity • Interactions • Visual Hierarchy • Accessibility Affordances • Aesthetic Appeal
- **User Research** Methods Qualitative Research • Quantitative Behavioral • Patterns • Personas and User Journeys

TOOLS

Figma, Adobe Illustrator, Adobe Photoshop, After effect,

EXPERIENCE

Pepul | Led iterative improvements from concept to launch, integrating user feedback to enhance interactions across platforms and reduce development time by 25%.

UX/UI Designer | Aug 2023 - Present, Chennai, India

Workfast.ai (One intelligent Platform for your team to work faster)

- Led design process from low-fidelity concepts to high-fidelity prototypes
- Ensured seamless user experience across platforms for Workfast web app and website
- Designed and delivered over 10 modules, including 3 key web app modules
- Collaborated closely with development for design and implementation alignment
- Conducted real-world testing and gathered user feedback
- Integrated feedback to enhance user experience and app performance

Event booking App

- Designed mobile, web, and scanner apps for an event ticket booking platform
- Simplified ticket purchase, seat selection, and check-in flows
- Optimized scanner app for quick and reliable on-site validation
- Ensured cross-platform consistency in visuals and user flow
- Conducted user testing to refine usability across platforms
- Collaborated with development for seamless design integration

EDUCATION

Dr. M.G.R. Educational And Research Institute University
B.tech(EEE) 2022

CERTIFICATION

Interaction Design Foundation
User Experience: The Beginner's Guide

INTERESTS

Traveling • Fitness • Nutrition • Self-Improvement