# A.PRASANTH

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## PORTFOLIO

Bē  [A. Prasanth :: Behance](#)

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## TOOLKIT

- Figma
- Adobe xd
- Invision
- wireframe cc
- Balsamiq
- Adobe creative cloud
- Photoshop
- Illustrator
- Aftereffect
- PPT
- Google Slide

## SKILLS

- User Interface (UI)
- User Experience (UX)
- Information Architecture
- Wireframing
- Prototyping
- Visual Design
- Interaction Design
- Usability Testing
- Accessibility
- User-Centered Design
- Collaboration
- Responsive Design
- Problem-Solving
- Typography
- Color Theory

## PROFILE

I'm a UX/UI Designer with a passion for building outstanding digital products. Being an empath, I am a strong communicator and problem solver, and I can collaborate with anyone. I love understanding what users are struggling with and designing creative solutions that make their lives easier. Currently, I am actively seeking a product design role that has a meaningful, human-centered mission.

## EXPERIENCE

### Senior UI/UX Designer

DataWENS technologies pvt. Ltd. | **April 2023 - Till**

- Set design direction, standards, and best practices within the organization
- Conduct user research to understand user needs, preferences, and behaviors
- Create wireframes, mockups, and interactive prototypes to visualize design concepts.
- Develop visually appealing UI designs that align with brand guidelines and enhance the user experience
- Create high-fidelity mockups and design assets for web and mobile interfaces.
- Design intuitive user interactions and navigation flows that guide users through the product experience.
- Conduct usability testing sessions to gather feedback and validate design solutions with real users.
- Work closely with developers to ensure successful implementation of design solutions.
- Stay updated on emerging trends, tools, and technologies in UI/UX design.

### Executive - Graphic and UI/UX Designer

vedantu innovations pvt ltd | **Nov 2019 - March 2023**

- Create visually appealing designs for print, digital, and web-based materials, including branding, marketing collateral, and promotional materials.
- Develop design concepts, layouts, and graphics that align with brand guidelines and convey the desired message or narrative.
- Use graphic design software such as Adobe Photoshop, Illustrator, and Presentation to create high-quality design assets.
- Ensure consistency in visual design elements, branding, and messaging across all touchpoints and platforms.
- Align UI/UX design solutions with brand guidelines and brand identity to reinforce brand recognition and awareness.
- Design interfaces that are accessible and inclusive, catering to users with diverse abilities and needs.

## UI/UX Graphic Designer & Animator.

campion software | **June 2018 - October 2019**

- Designing the visual layout and components of the software application.
- Creating wireframes, mockups, and prototypes to communicate design ideas.
- Selecting appropriate color schemes, typography, and iconography to enhance the visual appeal and usability.
- Collaborating with UX designers, product managers, and developers to ensure design feasibility and alignment with user needs.
- Implementing responsive design principles to ensure the software is accessible across various devices and screen sizes.

## Graphic Designer

P2G Technology | **May 2014 - May 2018**

- Conceptualizing Visuals, Creating Designs, Brand Identity Development, Marketing and Advertising Materials, Publication Design.
- Designing user interfaces (UI) and user experience (UX) elements for websites, mobile apps, and other digital platforms, focusing on usability, accessibility, and visual appeal.

## Game Designer

I Pink Media Tech | **April 2011 - july 2013**

- Creating design documents that outline the vision, goals, rules, mechanics, levels, and other key elements of the game. These documents serve as a blueprint for the development team and help ensure consistency and alignment throughout the production process.

## ACADEMIC PROFILE

Bachelor of Information and Technology **[2005-2010]**
Annamalai University, Chidambaram, Tamil Nadu.
Aggregate Percentage - **73.8%**

## DECLARATION

I hereby certify that the above information is true to the best of my knowledge.

A.Prasanth