

Rajaraman R

Stay curious, keep learning and keep growing

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As A Design Manager with 10+ years of experience as a Web Designer, Print Design, Post Design, Branding and specializing in SaaS (Software as a Service) products. Skilled in leading design teams and driving the entire design lifecycle from ideation to implementation.

Proficient in user-centered design principles and design thinking methodologies. Adept at translating complex user requirements into intuitive and visually appealing product interfaces. Strong collaborator, adept at working cross-functionally with product managers, engineers, and stakeholders to deliver high-quality design solutions.

Proven track record of successfully leading design teams and delivering innovative and user-centric products that meet business goals.

Work Experience

Apton works pvt ltd

2020 - 2023

Design Manager

- As a Design Manager, my primary responsibility is to effectively manage a team of designers and ensure that projects are completed within the specified time frame. This involves assigning tasks to team members based on their skills and workload, and closely monitoring their progress to ensure timely delivery of high-quality designs.
 - Project Planning,Task Assignment, Clear Communication,Resource Allocation,Progress Monitoring,Problem-solving and Support,Quality Assurance and Delivery and Documentation
- By following these steps, I would strive to effectively manage the team, optimize workflow, and ensure that short and complex designs are completed within the specified time frame, without compromising on quality.

Experience.com

2019 - 2020

Senior UI & UX Designer

- As Senior UX Designer in a SaaS-based company, I will be responsible for leading and driving the user experience strategy for our products. You will collaborate with cross-functional teams including product managers and execute user-centered design solutions. Your expertise in user research, information architecture, interaction design, and prototyping will be crucial in creating intuitive and engaging user experiences. Additionally, you will mentor and provide guidance to junior designers, ensuring the highest level of design quality and consistency throughout the organization.
- As a graphic part also visually compelling and on-brand designs for various digital and print materials. You will work closely with the marketing team to develop eye-catching graphics, illustrations, and layouts that effectively communicate our brand and product messaging. In graphic design software, typography, color theory, and visual storytelling will be instrumental in creating impactful designs. Additionally and also to ensure that the design aligns with user needs and enhances the overall user experience.

Zyudly Labs Data solutions

2016 - 2019

Senior Graphic and web Designer

- As a UI and Graphic Designer for an app design company, you will play a vital role in creating visually appealing and user-friendly interfaces for mobile applications. Your primary responsibility will be to combine your expertise in user interface design and graphic design to create cohesive and visually engaging app experiences.
- Stay updated with the latest design trends, tools, and industry standards, and apply them to improve the quality of app designs.

Ad2pro media solutions

2013 - 2016

Creative Graphic Designer

- Building and Creating Print ads to the international clients design company, Auto Ads, Poster and other Rush Revision Works. Your primary responsibility will be to combine your expertise in visual Design and graphic design to create cohesive and visually engaging print Design experiences.
- Staying updated with the latest design trends, tools, and industry standards, and apply them to improve the quality of visual and Other for Prints and packings.

Technical Skills

Skill 1

- Strong understanding of UX design principles, including user research, information architecture, interaction design, and prototyping.
- Familiarity with tools like Balsamiq,Figma, Adobe XD, Illustrator, Phototshop, For Documenttation Notion, Ms Word, Power point Presentation Etc., create visually appealing and intuitive user interfaces.

Skill 2

- Understanding the SaaS industry landscape, trends, and best practices in order to design products that meet the unique needs of SaaS users.
- Experience in developing and maintaining design systems to ensure consistency across different products and platforms. Knowledge of tools like Sketch Libraries, Adobe Creative Cloud Libraries, or Figma Components is valuable.

Soft Skills

Skill 1

- Being open-minded enables you to receive feedback and critique constructively. It also encourages a willingness to explore alternative design solutions and consider different perspectives.
- Creativity allows you to think outside the box and come up with unique and innovative design solutions. It involves generating fresh ideas, exploring multiple design concepts, and pushing boundaries.

Skill 2

- The ability to work well in cross-functional teams, including product managers, engineers, and stakeholders, is crucial. Collaboration skills involve active listening, seeking input from others, and incorporating feedback into design iterations.
- Strong time management skills allow you to prioritize tasks, meet deadlines, and effectively manage your workload in a fast-paced environment. This skill is crucial for balancing multiple projects and delivering high-quality designs on time.

Education

UI & UX Designer

2020 - 2023

IIT Madras

A UX Designer in Product and SaaS focuses on creating intuitive and engaging experiences for users of software applications and services. They conduct user research, design information architecture, and create interactive prototypes and user interfaces. Usability testing is used to refine and improve the design based on user feedback. Collaboration with product managers, developers, and stakeholders is crucial to ensure the design aligns with business goals. The goal is to create a seamless and user-centric experience that meets the needs of the target audience and enhances overall satisfaction and usability.

B.com General

2009 - 2012

Thiruvalluvar University

A Bachelor of Commerce is an undergraduate degree program that provides students with a comprehensive understanding of business and commerce principles. The program typically covers areas such as accounting, finance, economics, marketing, management, and business law. Students learn about various aspects of business operations, financial analysis, marketing strategies, and management techniques. The degree equips graduates with a solid foundation in business principles and prepares them for a wide range of careers in fields such as finance, marketing, human resources, entrepreneurship, and consulting.

Languages

- English
Fluent
- Tamil
Intermediate
- French
Basic

Portfolio

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