

GOWTHAM KRISHNAMOORTHY

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A passionate product designer with 1+ years of experience in solving complex problems through digital products. In parallel, I enjoy learning tech stacks and am skilled with MySQL, Node JS and HTML5 to create dynamic applications with interactive features.

PROFESSIONAL EXPERIENCE

Tata Consultancy Services, Chennai

Jul 2021 - Present

Associate System Engineer

- Developing high-performing front and back-end experiences.
- Worked closely with the QA team to resolve bugs, followed by UAT and production deployments.
- Exposed to the clean code approaches and optimising the best practices in securing the application effectively.
- Actively contributed as a SPOC(Single point of contact) to business process improvement which confluence of 3 teams.
- Being a design enthusiast, revamped a web and mobile application 'Medibuddy' which is the third-party application of TCS in which we can order medicines and consult a doctor online. Created various features to increase user engagement and retention for new and existing users.
- Designed high-fidelity wireframes and prototypes along with unique design styles to meet the application's overall aesthetic feel and visual balance.

Beez Innovation Labs Pvt Ltd, Chennai

May 2021 - Jun 2021

UI Designer

- Automotive articles - web application for Saint-Gobain, Starting with the inspiration board I picked the most relevant themes and collated them into wireframes followed by UI layouts to improve the digital presence of the application.
- Led the design for new experiences of existing experiences while planning and defining strategy for the direction of future iterations.
- Delivered user-friendly and aesthetic design which also produced results.
- A polished deliverable to the one we envisioned.

Freelance

Sep 2020 - Dec 2020

Product & Motion Designer

- Gained exposure to user research, information architecture, interaction design, and user interface design.
- Created user flows, wireframes, prototypes, and motion graphics for web and mobile apps.
- Design the aesthetics to be implemented within a website or product, from the layout menus and drop-down options to colours and fonts allowing for interface edits as needed
- Developed high-level storyboards, mock-ups, interaction flows, and prototypes to effectively communicate interaction and design ideas.
- Created an animated video that enables businesses to facilitate a positive user experience.

EDUCATION

SASTRA Deemed University, Thanjavur, India

Jun 2017 - May 2021

Bachelor of Technology, Information Technology (IT) GPA- 3.7/5

- Being a part of the university's core design team gave me an introduction to the design world where I ended up designing everything from t-shirts, merchandise mock-ups, posters to websites and mobile applications for events.

SKILLS

Strategic thinking, UX Research, User Journey, Information Architecture, Competitive Analysis, Brainstorming, Sketching, Wireframing, Prototyping, Interaction Design, Responsive Design, User Experience (UX Design), UX Writing, Feature writing, User Interface Design (UI), Micro-interactions, Layouts, UI Patterns, Typography, Colour Scheme, Iconography, Style Guide, Visual Hierarchy, Visual Design, Posters, Banners, Logo, Text modelling, Merchandise mock-ups, Animations (2D & 3D), Motion Design.

Online Portfolio - <https://gowthamkrishnamoorthy.netlify.app/>

ACHIEVEMENTS

Continuous Feedback Star Appreciation Certificate - Tata Consultancy Services 2022
Star Performer 2022

- In recognition of my dedication to my performance journey
- Received for consistent contribution to the organisation and being a role model to my colleagues.

Digital Profile - Tata Consultancy Services 2021
TCS Digital Cadre 2021

- I cracked the Elevates Wings 1 DCA assessment and stepped into the digital cadre profile.
- It is a Direct Capability Assessment for TCS associates who have an intermediate understanding of at least one of the digital technologies - Cloud, Data Science, Machine Learning, Artificial Intelligence, Blockchain, and so forth.

Design Contest - Designer Showdown Series 2020
Designer Top 20 - Graphic Design

- Certificate of appreciation with a cash prize worth 500
- Received from TNR Productions and Intense eventz

Rank Holder - Higher Secondary Board 2017
Award for the Best Performer of 2017

- Honoured as a rank holder for securing a top rank in 12th board examinations.
- Received from former SP Kaliyamurthy IPS.

TOOLS

Business, Plan & Strategy | Productivity: Notion, G-suite, Trello, Planner, Jira

Research & Testing: UX Tweak, Slack, Maze, Zoom, Typeform

Wireframing & Prototyping: Figma, Framer, Miro, Invision, Adobe XD, Webflow, Balsamiq

Graphic Design: Illustrator, Photoshop

Motion Design: After Effects, Premiere Pro, Adobe Media Encoder

Tech Stacks: Python, C++, AWS, MySQL, PHP, Node JS, Angular JS, CSS3, HTML5, Git.

Languages: Fluent in Tamil, English; Conversational Proficiency in Telugu.

INTEREST

- Learning new technologies, tools and frameworks
- Participating in design and tech contests
- Conducting and hosting workshops on design
- Attending conferences to exchange and improve design knowledge.