

Gunasethu

UX designer

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gunasethu.com

EXPERIENCE

UX designer

Nurture.farm, Bangalore

July 2022 - Present - 5 months

- Improving the end-to-end experience of the Nurture.Retail app
- Strong collaboration with multiple product designers, PM's, research team to improve product interfaces and experiences
- Identifying the opportunity areas and took multiple initiatives & created solutions for improvement of the app
- Advocating team in the discussion of design system
- Being inclusive by focusing more on usability, accessibility of the app

UX designer

M2P Fintech, Chennai

Aug 2021 - June 2022 - 9 months

- Worked on a complete revamp of a online portal used by multiple banks and corporates: Research to visual design.
- Part of plenty of internal and external research projects. Conducted 7+ user interview sessions
- Worked on multiple small projects ranging across mobile apps, portals and websites.
- Helped team with creating multiple documentation, research reports and presentations decks

EDUCATION

B.Tech Information Technology

Sri Krishna college of engineering and technology

2018 - 2022, Coimbatore

Secoondary Educations

Oxford Matriculation Higher Secondary School

2016 - 2018, Coimbatore

Key Skills

Interaction Design

Rapid Prototyping

User Research

Languages

Tamil (native)

English (professional)

Social

linkedin.com/in/gunasethu

twitter.com/Gunasethu197