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Portfolio Link

## PROFILE

Dedicated and innovative UI/UX professional with more than two years of hands-on experience in the dynamic realm of user interface and experience design. Passionate about creating intuitive and visually appealing digital experiences that delight users and drive business objectives.

## SKILLS

User Experience Design (UED)  
UX Research  
User Interface Design  
Product Design  
Interaction Design  
User Flows  
Information Architecture  
Wireframing  
Design System  
Mockups

## EDUCATION

### Skill Training in UI/UX DESIGN

AVODHA EDUTECH Pvt Ltd  
2022 - 2022

### Bachelor of Commerce (B.Com)

St.Mary's College Puthanangadi  
2017 - 2020

## REFERENCE

### Arun Sadasivan

CEO | Vishfa Digital Solutions Pvt Ltd

Phone - 9008624713

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### Aksa Cherian

UX Lead | Altaire Insights

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# HRISHI MURALI K

UI UX DESIGNER

## EXPERIENCE

### UX Designer

Feb 2023 - present

Altaire Insights Technologies Pvt Ltd

As a UX designer in a startup, I actively contributed to the UI and UX design process for various digital products, improving the end-to-end experience by conducting usability reviews, identifying UX issues, and proposing design recommendations. Major projects :

### Nissan NMEF App Redesign (UAE)

Played a key role in the UX team responsible for enhancing the end-to-end experience of the MyNissan app.

Key Responsibilities:

- Led comprehensive user research, including qualitative and quantitative studies, user interviews, ethnographic research, and surveys to identify user needs and pain points.
- Conducted competitor analysis, heuristic evaluations, and usability reviews to improve app design and functionality.
- Developed personas, user journeys, and journey maps to ensure a user-centric design approach.
- Designed the information architecture, and created wireframes, prototypes, mockups, and visual designs to bring design concepts to life.
- Facilitated usability testing and A/B testing, iterating on designs based on user feedback to enhance user engagement and satisfaction.
- Created animations and 3D car models for the app dashboard, improving visual experience and interaction.

### Infiniti Connectivity App Redesign (UAE)

Collaborated with the UX team to enhance the overall user experience of the MyInfiniti app.

Key Responsibilities:

- Conducted extensive user research, including qualitative and quantitative studies, competitor analysis, user interviews, ethnographic research, and surveys to gather user insights and inform design decisions.
- Created and refined the information architecture, and performed heuristic evaluations, usability reviews, and journey mapping to streamline user flows.
- Developed detailed personas, user journeys, and ensured a user-first approach throughout the project.
- Designed wireframes, prototypes, mockups, and final visual designs to improve usability and aesthetics.
- Led usability testing and A/B testing, iterating based on user feedback for an optimized experience.
- Designed animations and 3D car models for the app's dashboard to improve interactivity and visual appeal.

## TOOLS



Figma



Photoshop



Illustrator



Adobe XD



Blender



Miro