



Indu Remesh

## Contact

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## Skills

Wireframing  
User Flows  
Prototyping  
User Survey  
Competitive Analysis  
Usability Testing  
User Interviews  
Branding & Style Guide  
HTML/CSS

## Tools

Sketch  
Figma  
Usability Hub  
Draw.IO  
Invision

## Experience

### Design Apprentice

Bloc, Feb 2019 - Present

- Developing user-centered solutions under the mentorship of senior UX professionals.
- Conducting user research through user surveys, competitive analysis, user interviews, etc.
- Creation of user personas, user stories, and user flows.
- Conducting user testing and iterating based on user data.
- Creating and developing wireframes and mockups.
- Building clickable prototypes for web and mobile.

### Media Manager

Initiative, Apr 2012 - Oct 2016

- Developed and implemented campaigns for television, radio, print and outdoor.
- Negotiated with media sales agents for cost-effective advertising space.
- Developed media plans based on the client's brand objectives by analyzing data from market research, agency resources, and third-party sources.
- Initiated market research studies and analyzed findings.
- Liaised with creative agency team to develop holistic media strategies and campaigns.

## Education

General Assembly , New York (2017)

Digital Marketing

Digital Marketing Institute , Ireland (2013)

Professional Diploma in Digital Marketing (Online)

Institute of Hotel Management, India (2007 - 2010)

B.Sc Hospitality and Hotel Management