JEYAKUMAR P

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SUMMARY

- I am a User Experience Designer with two years of expertise in User-Centered Design, as well as User Experience and User Interface design.

- I'm familiar in design tools such as Adobe Creative Cloud, Figma, Miro, and Invision and I willingness to learn new technology.

- I have a strong background in mobile-first microsite design, where I've employed HTML, CSS, Bootstrap to enhance user experiences. I am excited to apply for an Entry-Level UI/UX Designer or Product Designer role.

PROFESSIONAL EXPERIENCE

UI / UX Designer

Loyltwo3ks IT Pvt Ltd – Full Time   **Oct 2021 - Present, Bangalore**

- Designed over 12 B2B applications for loyalty programs, incentive programs, and gamification concepts.

- These designs were created from the ground up, integrating extensive user research to ensure they catered to target user needs, thought processes, and behaviors.

- Spearheaded the development of two mobile-first microsites dedicated to referral and reward programs, focusing on optimizing user experiences.

- I performed a leadership role within the team, providing guidance and training to two junior designers over the past two years.

- This role involved problem solving and overseeing project deadlines and ensuring successful go-live.

- Demonstrated hands-on experience in designing applications for renowned brands in India and the UAE, highlighting an ability to work with diverse clientele and meet their specific requirements.

- Possess extensive knowledge of both Software as a Service (SAAS) and Platform as a Service (PAAS) models, effectively integrating these technologies into design processes to enhance application functionality and user satisfaction.

User Interface Designer

Sharesoft Technology - Internship   **Feb 2021 – Apr 2021, Madurai**

- Crafted and executed seven comprehensive website designs for a retail services company, establishing visual identities from the ground up through the proficient utilization of Adobe Photoshop and Adobe XD.

SKILLS

UI Design Tools: Adobe XD, Sketch, Figma, Adobe Photoshop, Adobe Illustrator, InVision, Zeplin.

Front-end Development: HTML/CSS, Responsive Web Design, Bootstrap, CSS preprocessors (SASS, LESS), GitHub.

Web Design: HTML, CSS, Bootstrap, SASS / SCSS, CMS(WordPress, WIX, Webflow), Git.

Design Workflows: Interaction Design (User flow design, Wireframing, Storyboarding), User Research and Testing(User interviews, A/B testing),Information Architecture(Card sorting, Mind mapping, Sitemaps and flowcharts), User-Centered Design (UCD) (Personas and user profiles, User journey mapping).

Collaboration Tools: Proof hub, Microsoft Teams.

EDUCATION

Bachelors of Technology in Information Technology
Kamaraj College of Engineering and Technology • Madurai, Tamilnadu • 2021

Diploma in Computer Science Engineering
Government Polytechnic College • Madurai, Tamilnadu • 2018

PROJECTS

✓ **Drone Delivery Service [UX Case Study]**

Introduction: The case study focuses on the integration of drone technology into the delivery services sector to address the growing demand for faster and more efficient delivery. It highlights the appeal of drones for environmental enthusiasts and merchants seeking rapid, traffic-free deliveries.

Link: https://www.behance.net/gallery/182340933/UX-Case-Study-Drone-Delivery-Service

✓ **Keshav Club [Mobile App]**

Project Detail: Contractor Loyalty Program.

Link: https://play.google.com/store/apps/details?id=com.loyaltyworks.keshavcement

✓ **Hoya Rewards [Mobile App]**

Project Detail: Retailer Rewards Loyalty Program.

Link: https://play.google.com/store/apps/details?id=com.loyaltywork.hoyath

CERTIFICATIONS

✓ **UI/UX Design Specialization**

Coursera • 2020
User Experience (UX) Design, Responsive Web Design in Adobe XD, Conduct UX Research and Test early concepts, build wireframes and low-fidelity prototypes.

✓ **Passed LinkedIn Skill Assessment**

LinkedIn • 2020 - 2023
Adobe XD, Adobe Photoshop, HTML, CSS.

AWARDS

Mr. Innovative Award
Loyltwo3ks IT Pvt Ltd • Apr 01, 2023

LANGUAGES

English
Speak, Write, Professional Fluent

Tamil
Speak, Write, Native

Kannada
Speak