Subarathna

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Education

Madras University **June 2017 – May 2020**
Bachelor of Vocational in Digital Journalism *Chennai, Tamilnadu*

Relevant Coursework

- Build Dynamic User Interfaces for Websites
- Conduct UX Research and Test Early Concepts
- Foundations of User Experience (UX) Design
- Build Wireframes and Low-Fidelity Prototypes
- Create High-Fidelity Designs and Prototypes in Figma
- Conduct UX Research and Test Early Concepts
- Start the UX Design Process: Empathize, Define, and Ideate
- HTML, CSS, and Javascript for Web Developers

Experience

TN Government **March 2024 – September 2024**
Freelance - UI/UX Designer *Remote (6months)*

- Designed and enhanced the user interface and user experience for the official Virudhunagar district website, ensuring accessibility and user-friendliness.
- Collaborated with government officials to align design elements with branding and functional requirements.
- Delivered responsive designs optimized for both desktop and mobile platforms, improving usability for citizens.
- Conducted usability testing and implemented feedback to refine the overall experience.

Infosys **June 2021 – February 2024**
Associate - User Experience Design *Trivandrum, Kerala*

- experience in collaborating with cross-functional teams to deliver responsive, accessible, and visually appealing interface, Adept at translating business goals into innovative design solutions that boost user engagement and optimize product functionality.
- As a UI/UX Designer at Infosys, I gained valuable experience working on diverse projects, enhancing user interfaces, improving user experiences, and collaborating with cross-functional teams to deliver innovative design solutions.
- Achieved 40% product revenue growth in three months by planning and launching four new key features. Improved our branch growth from 78% to 87% in two years.

Infosys **March 2021 – May 2021**
UI/UX Design Intern *Bengaluru, Karnataka*

- During my UI/UX design internship, I gained hands-on experience in designing user-friendly interfaces and enhancing user experiences. I learned to conduct user research, create wireframes, and develop prototypes to solve design problems effectively.
- Collaborating with cross-functional teams improved my thought process, while using design tools like Figma and Sketch enhanced my technical expertise.
- I also learned the importance of user testing and feedback to refine designs.
- This internship deepened my understanding of human-centered design, user flows, and interaction design, allowing me to contribute to creating intuitive, accessible, and aesthetically pleasing digital products.

Technical Skills

Design Tools: Figma, Adobe XD, Sketch, Balsamiq, Axure RP, Invision, Miro, Photoshop, Visual Studio Code.

Other Skills: Information Architecture, Wireframing, Prototyping, Mockups, Usability Testing, Design Systems, Design process, Agile/Scrum Methodology, Html, CSS, Javascript. ReactJS, NodeJS.

Soft Skills: Problem Solving, Communication, Collaboration, Creativity.

Certificates

Google UX Design Fundamental Course (Score: 92)   July 2024

Coursera: Use Canva to Create Web Pages (Score: 87)   October 2024

Coursera: Html, CSS, Javascript for Web developers (Score: 77)   December 2024