




# Deeksha Srinivasan

## UI UX Designer

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### PROFILE

Creative and energetic UI/UX designer. Focused in user research, wireframing, prototyping, and visual design. Proficient in design tools such as Figma, and AdobeXD. Team player, highly organized, and able to manage multiple projects simultaneously. Committed to creating designs that make a positive impact on users' lives.

### EDUCATION



UI UX Designing  
Uxmint Design Institute  
May '22 to April '23



SSN College of engineering  
Electronics and communication  
engineering B.E -2018



Sairam Institute of polytechnic  
Diploma in Electronics and  
communication engineering  
DECE -2015



NSN School, chennai  
2012

### HOBBIES



### EXPERIENCE

#### DEZYIT -UI UX GROWTH DESIGNER [June 2023 – Present ]

##### Happi - Virtual AI Mental Health Coach:

- Designed and revamped UI for increased user satisfaction.
- Developed speech-to-text, emotion analysis features.
- Established design system for Happi.
- Conducted usability testing and iterated on design solutions based on user feedback.
- Led limited access launch and premium plan designs.

##### E-Digital Library:

- Designed teacher dashboard and e-library website for government school students.
- Designed wireframes, prototypes, and visual designs for mobile and web-based products.

##### Fundoo Friday - Remote Workers App:

- Introduced features for enhanced remote worker engagement.
- Collaborated with developers to ensure that designs were accurately implemented and met accessibility standards.

#### BYJU'S - Business Development Associate [Feb 2021 – Feb 2022 ]

Worked in generating leads, conducting research, preparing proposals, and providing product demos. Excellent communication and interpersonal skills with end users, with a solid understanding of products and industry trends and close deals to drive revenue growth.

#### SUNSINE PVT LTD - Assistant Engineer [Dec 2018 – Apr 2020]

Worked on designing, facilitation inspection testing, and troubleshooting electronic circuits and systems. Skilled in software tools such as Altium Designer and MATLAB. Detail-oriented and analytical problem solver with a strong understanding of project requirement.

### SKILLS

UI UX Designing

Layout

Wireframing

User flow

Mindmapping

Typography

Root cause analysis

Communication

UX Research

Information architecture

User Persona

Accessibility

A/B Testing

High fidelity wireframe

Card sorting

Responsiveness

Process flow

Hisenhower matrix

Conceptual model

Product Design

Sitemap

Usability testing

Interaction Design

Growth Lead Design


### TOOLS

Figma 

Adobe XD 

Clarity 

Balsamiq 

Maze 

Notion 

Milanote 

Sketch 

### PROJECTS

#### Bulletin <https://www.behance.net/gallery/166676635/BULLETIN>

Personalized newsfeed based on user-recommended categories in a mobile news application

#### Beach Pollution <https://www.behance.net/gallery/166692947/TRAFICY>

Case study on problems of beach pollutions in Chennai beaches and develop behavioural change solution for it.

#### Hippocampus <https://www.behance.net/gallery/166691967/HIPPOCAMPUS>

Case study on memory issues in people of all ages and a gamified memory enhancement mobile application for all age

#### Hydra <https://www.behance.net/gallery/166690343/HYDRA>

Case study on Hydroponic agriculture and e-commerce page with easily customisable and building own hydroponic system.