

MARISELVAM

Module Lead – UI/UX & Product Designer

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in linkedin

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Profile Summary

Creative and logical designer with **9.5 years of experience** in **UI/UX, graphic, video, and product design**. Strong in problem-solving and simplifying complex ideas into user-friendly solutions. Quick learner with curiosity for technology, detail-oriented, and committed to delivering impactful designs. I focus on letting the quality of my work and problem-solving skills speak for me.

Skills / Core Competencies

UI/UX & Product Design

User Interface Design, User-Centric Design, Human-Computer Interaction (HCI), User Experience Design, User Flow, Interaction Design, Wireframes, Prototypes, Mobile & Website Mockups.

Graphic & Visual Design

Graphic Design, Logo Design, Illustration, Creative Design, Typography, Color Theory, Motion Graphics, 2D Animation, Video Creation, Photography.

Design Principles & Tools

Design Principles, Adobe Creative Suite (Photoshop, Illustrator, After Effects, Firefly), MS Office, Marketing & Business Presentation Design.

Problem Solving & Technical Skills

Logical Problem-Solving, Hardware Support, Troubleshooting, Standardization, Quick Learner.

Certification

- Foundations of User Experience (UX) Design [🔗](#)
- Adobe Illustrator [🔗](#)

Professional Experience

Module Lead – UI/UX Design

Nov 2021 – **Present**

Girmiti Software, Bangalore

- Lead UI/UX design for internal payment platforms: TMS, Loyalty Platform, A&M, and Payment Gateway.
- Designed concept animations, explainer videos, branding, logos, and key client screens for external projects.
- Created and maintained design systems, iconography, and standardized UI components for internal projects.
- Developed company brochures, business presentations, and media assets, ensuring brand consistency.
- Designed Sensei SIGMA, an options trading app, including user flows, storyboards, gamified features, and recommendation dashboards.
- Managed client projects like Belema Fintech (Nigeria), designing retail mobile banking apps, logos, and selected screens.
- Mentored junior designers and guided best practices in UI/UX, graphic design, and design standardization.

UI/UX & Graphic Designer

MUB Technology Solutions, Bangalore

JAN 2021 – AUG 2021

6 Months

- Designed UI for web platforms and internal dashboards, focusing on usability and visual consistency.
- Created social media graphics, marketing materials, and promotional content, including real estate projects for Turkey-based clients.
- Developed micro-animations and GIFs to enhance digital campaigns and website interactivity.
- Collaborated with teams to deliver functional, visually appealing designs within tight deadlines.

Digitization Lead

Aagnaa Software Labs, Bangalore

OCT 2015 – MAR 2020

5 Years

- Led digital asset creation for Magic Mirror, a fashion retail virtual try-on system using Kinect 3D scanning.
- Converted physical fabrics (shirts, suits, sarees) into realistic digitized assets, enabling accurate virtual draping on customers.
- Developed processes and workflows to standardize asset creation and ensure updated inventory integration into the product database.
- Collaborated with developers to align digital assets with system requirements for seamless virtual try-on experience.
- Created marketing visuals, UI assets, and internal graphics to support product demonstrations and client presentations.
- Streamlined digitization pipelines, improving efficiency and consistency across multiple product updates.

Key Projects

Sensei SIGMA – Options Trading App

- Designed user flows, storyboards, and gamified challenge features for a teenage-focused options trading platform.
- Created recommendation dashboards with probability metrics and interactive UI.
- Tools & Technologies: Figma, Adobe Illustrator, Motion Graphics, Lottie file (Vector Animations)

Magic Mirror – Virtual Try-On System

- Led digital asset creation for fashion retail, converting physical fabrics into realistic 3D virtual garments.
- Standardized digitization workflow to integrate assets into the product database efficiently.
- Tools & Technologies: Photoshop, Illustrator, 3D scanning, Motion Graphics

Belema Fintech (Nigeria) – Retail Mobile Banking App

- Designed key screens and branding elements, including logos and UI for mobile banking applications.
- Focused on user-centric design and brand consistency across all client products.
- Tools & Technologies: Figma, Adobe Illustrator, Graphic Design Principles

Marketing Campaigns & Concept Animations

- Created social media graphics, explainer videos, micro-animations/GIFs, and marketing materials for internal and client projects.
- Enhanced digital engagement through motion design and creative storytelling.
- Tools & Technologies: After Effects, Photoshop, Adobe Illustrator, Premiere Pro

Education

Bachelor of Engineering (Electrical & Electronics Engineering)
SVCET, Anna University | 2015