

KARTHIKA ARAVIND

Senior Ui Ux Designer

Dubai, UAE

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SUMMARY

I am an IT professional with 10 years of experience, including 5 years in UI/UX design and 5 years in front-end development. My expertise lies in creating user-centered designs and responsive web interfaces, backed by a B.Tech in Computer Science. Having a strong design and technical background enables me to transform complex concepts into engaging digital solutions

CERTIFICATION

Web Development and Web Designing Certification

Certified in Web Development and Web Designing Certification course from Internet Academy

KEY ACHIEVEMENTS

Unified Design System

Developed a scalable white-label design system for diverse brands, ensuring a consistent experience across all applications

Efficiency in Customization

Created a modular design framework that reduced customization time by 40%

Brand Alignment

Implemented a design solution that preserved brand identity across different applications

Cross-Brand Usability Testing

Conducted cross-brand usability testing leading to a significant reduction in user error rates

Responsive Design Implementation

Achieved a fully responsive design optimized for various devices, enhancing user engagement

SKILLS

UI UX Designing	UX Research
Problem-Solving	Prototyping
UI Development	Google Analytics

TOOLS/TECHNOLOGY

Figma	Adobe XD	Zeplin
HTML 5	CSS 3	Bootstrap
JavaScript	Hotjar	

EDUCATION

Bachelor of Technology in Computer Science and Engineering

College of Engineering, Chengannur 08/2010 - 05/2014 Kerala, India

Higher Secondary School (12th)

TDHSS, Alappuzha 2009 Kerala, India

EXPERIENCE

UI UX Designer

Al-Futtaim Retail 06/2022 - Present Dubai, UAE

A large conglomerate based in Dubai, operating in multiple sectors including retail

- Led end-to-end UX/UI design initiatives across multiple retail brands, aligning with business goals and user needs.
- Conducted user surveys and usability testing to uncover behavioral patterns and validate design decisions.
- Analyzed customer support data to identify key pain points and inform iterative design improvements.
- Developed and maintained user flows, sitemaps, and information architectures to ensure intuitive navigation and content hierarchy.
- Collaborated cross-functionally with product owners, developers, and business stakeholders to translate requirements into effective design solutions.

UX Engineer

Simplify VMS (Freelancer) 02/2022 - 05/2022 UAE

A workforce management software company specializing in building hiring portals

- Designed an accessible web career portal tailored for the neurodiverse community
- Customized designs to meet client requirements
- Developed prototypes and wireframes to visualize and refine design concepts

UI/UX Designer and UI Developer

Zycus Infotech Pvt. Ltd 01/2017 - 12/2020 Bengaluru, India

A leading global provider of a complete Source-to-Pay suite of procurement solutions

- Revamped front-end for source-to-pay suite applications, enhancing user experience
- Developed cross-browser-compatible web applications and managed client-side development
- Analyzed and improved UX, conducted usability testing, and collected feedback
- Collaborated with design, product, testing, and backend teams for design consistency

System Engineer

Tata Consultancy Services 01/2015 - 12/2017 Bengaluru, India

Provides middleware solutions to financial applications

- Monitor file transfers and troubleshoot application issues
- Administrated Queue manager and MQ series objects

Assistant System Engineer - Trainee

Tata Consultancy Services 01/2015 - 03/2015 Trivandrum, India

Gained practical experience in Java programming and modern web technologies

UI Developer

eVaidya Pvt. Ltd 01/2014 - 12/2015 Hyderabad, India

Specializes in providing healthcare solutions through telemedicine technology

- Translated design screens into web pages
- Maintained and enhanced the responsive user interface of applications

LANGUAGES

English Proficient ●●●●● Malayalam Native ●●●●●