KARTHIKA ARAVIND

Senior Ui Ux Designer

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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

Adobe XD	Bootstrap	CSS
Figma	Hotjar	VMS	HTML
Zeplin	ECommerce	UX Research
UI UX Designing	UI Development	
Problem-solving	Prototyping	
Google Analytics	Google Analytics	
JavaScript	Middleware	Modular
Wireframes	Responsive Web	

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
- As a central design team for all Al Futtaim Retail brands, responsible for UI UX design-related requirements
- Conducted user surveys and usability tests to gather insights into user behavior and needs
- Analyzed user feedback from a customer servicing tool to identify pain points and opportunities for improvement
- Created and maintained information architectures, sitemaps, and user flows
- Collaborated with stakeholders to define content hierarchy and structure

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

Hindi	Native	●●●●●
English	Proficient	●●●●○
Malayalam	Advanced	●●●○○