JAYABHARATHI B

2X UX/UI Designer | Product Designer

LinkedIn Portfolio Behance

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EXPERIENCE

❖ Founding Member (Associate UI Designer)

Enalo technologies Pvt. Ltd. | Feb 2025 - Present

- Led **UX strategy and design** for a testimonial feature, increasing user engagement by **30% and improving conversion rates**.
- Conducted competitor research **across 10+ platforms**, identifying key UX gaps that drove **15+ new feature enhancements**.
- Designed intuitive **UX solutions for 10+ new modules**, reducing user friction and boosting **task completion rates by 40%**.
- Collaborated with developers to implement design iterations, **ensuring 100%** responsiveness and consistency across devices.

❖ Product Designer Intern

Enalo technologies Pvt. Ltd. | May 2024 - Jan 2025

- Developed and executed a **UX strategy** that improved web and mobile usability by **25%**.
- Designed micro-interactions, improving navigation and boosting **task efficiency by 25%**.
- Created interactive prototypes using Figma, Visily, **reducing user errors by 30%.**
- **Designed 20+ graphic assets**, including posters and LinkedIn hiring posts, using Canva and Photoshop, increasing **engagement by 30%**.

❖ UX/UI Designer

Freelancer | Jun 2023 - May 2024

- Created **responsive web and mobile interfaces** for multiple clients, including **education platforms.**
- Led a **college homepage redesign project**, improving accessibility and increasing traffic by 15%.
- Created **10+** logos for company projects under Red Rave using Canva and Figma, ensuring brand consistency and visual appeal.

❖ UX/UI Design Intern

Aspira Design | Mar 2023 - Jun 2023

- Designed and optimized **mobile app UI interactions**, increasing **user engagement by 20%.**
- Conducted **user research** to inform data-driven design decisions.
- Developed **wireframes, prototypes, and interactive designs,** followed by **usability testing.**

EDUCATION

Adv. UX UI Design Program
Aspira Design, Chennai
Mar 2023 - Jul 2023

BCA - Computer Applications
Guru Nanak College, Chennai.
Aug 2021 - Apr 2024

SKILLS

UX Design	HTML
UI Design	CSS
User Research	Visual Design
Persona Creation	Sketching
Prototyping	Build IA
User Testing	Wireframing
User Flow Creation	

SOFTWARES

Figma	Adobe XD	Visily
Invision	Photoshop	Canva
Prottapp	Zeplin	Notion
Maze	Taiga	Basecamp

RECOGNITION

Technical Coordinator (2022-23)
- Design Team Member - BCA Department (Canva and Photoshop Expertise.

President (2023-24)
- Led & participated in junior events, winning prizes in cultural competitions.

Chairman of JUNO Event 2k24
- Led as Student Chairman for a National Level Inter-Collegiate Festival, overseeing event strategy, planning, and execution.

LANGUAGES

ENGLISH TAMIL