Sri Ashwathi.R

UX/UI Designer

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SUMMARY

Passionate UX/UI designer with **2 years** expertise in human-centered design, interaction design, and usability testing. Skilled in turning ideas into actionable designs and aligning with business goals.

EXPERIENCE

Tradebrains, (UX/UI Designer)
📅 Oct 2021 - Present

- **FinGrad Website:** Turned a concept to product. Focused on UX/UI with analysis, MVPs, user flows, ideation, and achieved 100% conversion. Designed web and app, including user, instructor, admin, and affiliate dashboards. 🔗 Project - FinGrad

- **Tradebrains website :** Redesigning by improving UX and conversion with targeted ads. Conducted research, ideation, and user testing. Designed user site and role-specific dashboards.

- **Tradebrains Portal App :** Redesigning by introducing new features and enhancing UI/UX. Conducted thorough competitive analysis, research, and crafted user flows. Redesigned icons and visuals to drive success.

Freelancer, (UX/UI Designer)
📅 Oct 2022 - Present

- **Shineditz** - Produced a modern, minimalist design within one week

- **TheWeedoc** - Transformed concept into a user-admin platform for seamless short film viewing and uploading. Prioritized a simple, memorable user experience.

- **FindSpace (ongoing)** - Developed Airbnb-inspired platform for users, hosts, and admins, elevating UX and establishing the distinctive FindSpace brand identity.

SKILLS

- Product Design
- User Interface
- User Experience
- Interaction Design
- Wireframing
- Rapid Prototyping
- HCI
- Design Research
- HTML & CSS

TOOLS

- Figma
- Sketch
- Protopie
- Framer
- Invision
- Zeplin
- Illustrator
- Photoshop
- Spline
- Google Analytics

AWARDS

- Star Performer of the Year 2023 - TradeBrains

CERTIFICATES

- Human-Computer Interaction
- Google UX Design Professional Certified
- Accenture- Digital Skills: User Experience