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ragul.mallika@gmail.com

EDUCATION

Jun, 2007 - May, 2010

MASTER OF COMPUTER APPLICATIONS

Bharathiyar University - Sri Ramakrishna Mission Vidyalaya CAS

Have created products for viral marketing campaigns with a great ROI which was copied by rival brands and won awards.
Won Best Outgoing Student Award

June 2004 - May 2007

B.Sc In MATHEMATICS

Bharathiyar University - Erode Arts College

Completed the course with Distinction.
Posted as Sports Secretary

RAGUL D

Hello, I'm an expert in UX designing, Illustration, Wireframing and Prototyping. I'm focused on creating meaningful experiences through design. Possesses strong analytical and User-Centered design skills to create holistic solutions that are functional and research-driven.

EXPERIENCE

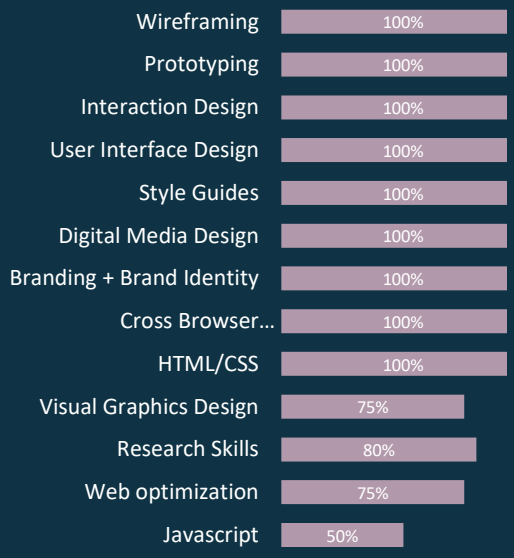
May 2022 – Present
UX Tech Lead • Tech Mahindra

- Working in Interaction Designs and prototype creation using figma and closely with clients for several projects.
- Mentoring the junior designers for better designing and following style guides
- Lead the design discussions with the clients.
- Involve in design to HTML conversion for certain projects.
- Redesigned the existing projects to meet the new guidelines provided by the client and got several appreciations for the work.
- Collaborated with Product managers, business partners and engineers to define the product requirements and roadmap.

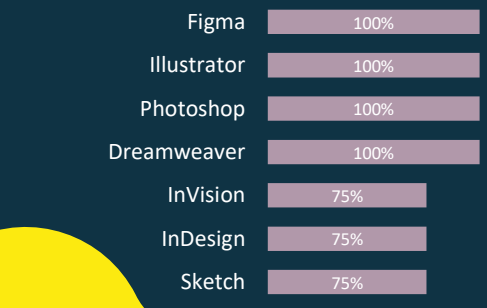
October 2012 – April 2022
Senior UX-Designer and UX Chapter Lead • Amarprakash Developers Pvt Ltd

- Designed the experience language style guide — a resource for both designers and engineers. These designs/OOCSS components make the design look more consistent and keep our code base slim using Figma, Invision, etc.
- Formalized a team within Central Design to deliver a distributed-yet-centralized Design System and wireframing and prototyping.
- Brought the successful metric to PM team and executives by helping them come up with the plan for a high fidelity video and final mockups for Q3 and Q4 stage.
- Illustrated the future user journey, storyboard for Office's new service: Enterprises Resource Planning (ERP) a service portal for enterprise users to connect with resources, people, and contents effectively.
- Work closely with CEO, CFO and CTO to run company's app and website. Implements Company’s long and short term goals

KEY SKILLS



SOFTWARE SKILLS



- Worked closely with product team to design features to drive demand and new customer acquisition, saw significant monthly growth and implement product features.
- Designed weekly email promotions sent to over 50,000+ users and redesigned ads for various platforms (Facebook, Google, etc.)
- Assisted Creative Director with rebranding of the website, email marketing, advertising, and print materials.
- Executed web and marketing designs for various categories
- Responsible for advertising, market research, brand management, and acquiring and maintaining new customers.

June 2011 – September 2012
Web developer • Kenlab Software Solutions

- Developed Web layouts for ecommerce websites using HTML CSS and JavaScrpit.
- Developed visual direction for an updated tablet and web experience.
- Illustrations of service/experience concepts.
- Built an animation system for characters in the tablet experience.
- Designed and built the user interface of websites, portal websites, CMS websites and several e-commerce enabled websites.

April 2010 – May 2011
UX Designer and Researcher • Urban Media

- Partners closely with the UX engineer and UX team leads across consumer, rentals, and brand creative to create consistent visual styles and interactions
- Spearheaded the brand identity and visual design for Premier Agent
- Partnered with Research team and few Domain experts to find opportunities and integrate user insights into product strategy and design.
- Designed a desktop dashboard for revenue forecasting for an internal client incorporating user research and usability test findings
- Redesigned search to deliver a more usable and delightful experience.
- Conducted benchmarking on product features and design
- 12%-16% engagement rate growth amongst Domain experts within the platform, as a result of analyzing feedback and conducting expert roundtables/presentations.

REFERENCES

[Available upon request.]