

# ADAIKALARAJ M

## User Experience Designer

### WORK EXPERIENCE

**Softenger** - Bangalore, India.

*Drive innovations, solution to advance the well-being of businesses.*

**Sr.UX Designer**

**03/2022 - Present**

- Closely work with the research team to conduct user research, Stakeholder interviews, and competitor analysis. Handling team.
- Create Personas, Empathy mapping, storyboards, walkthroughs, Wireframe and prototypes to communicate the design to the rest of the team.
- Conducting usability testing designs with users to identify usability issues and gather feedback. Then use this feedback to refine their designs and improve the user experience.
- Managing design projects, overseeing design projects from start to finish, and ensuring that projects are completed on time. Maintain and update Design system

**AMK Solutions** - Bangalore, India.

*Customer Centric Solutions | Aspire to Greater Heights | Excellence Driven*

**UX/UI Designer**

**12/2019 - 02/2022**

- Conducting user research to identify user needs, preferences, and pain points. Gathering and evaluating user requirements, in collaboration with product managers and engineers
- Creating basic sketches and blueprints of the product's layout and structure. Designing the visual elements of the product.
- Designing the way users interact with the product, including user flows, navigation, and animations.
- collaboratively with cross-functional teams, including developers, project managers, and stakeholders.

**Hypersonix Inc** - Coimbatore, India.

*Hypersonix is the the leading Profit Optimization Platform for E-commerce.*

**UX/UI Designer**

**10/2018 - 10/2019**

- Prepare and present rough drafts to internal teams and key stakeholders. Identify and troubleshoot UX problems.
- Develop UI mockups and prototypes that clearly illustrate how sites function and look like.
- Designing graphic user interface elements, like menus, tabs and widgets. Illustrating design ideas using storyboards, process flows and sitemaps
- Adhere to style standards on fonts, colors and images.

### PREVIOUS EXPERIENCE

**Thoughtbees Technologies**, UX/UI Designer

**02/2018 – 09/2018**

**Adair Technologies**, UX/UI Designer

**02/2016 – 02/2018**

**Statex Electronics**, Web/Graphic Designer

**05/2014 – 01/2016**

### Complete Profile

*(Education, Certificate Licence key etc.)*

<https://www.linkedin.com/in/adaikalaraj-m>

### Portfolio

*(Behance, Personal Website etc)*

<https://www.behance.net/raj-dezigner>

### CONTACT

• (+91) 74024 11126

• [raj.dezigner7827@gmail.com](mailto:raj.dezigner7827@gmail.com)

### SKILLS

- User Research
- Data Analysis
- Design Strategy
- Design Thinking
- Heuristic Evaluations
- Information Architecture
- Cognitive Mapping
- Customer Journey Mapping
- Usability Testing

- Interaction Design
- User centred design
- Product Design
- Psychology of Design

- Wireframe
- User Interface (Visual) Design
- Prototype

### Tools and Software

- Figma
- Adobe XD
- InVision
- Sketch
- Zeplin
- Miro board
- Adobe Photoshop
- Adobe Illustrator

### EDUCATION

• **Karpagam University**

Bachelor of Computer Application.

2010 - 2013 | Coimbatore, India.

### CERTIFICATIONS

• **ProApp Design**

Pro-Certified Designer.  
2022 - 2023.

• **Coursera**

Foundations of UX Design.  
2021.

• **uxmint academy**

User Experience Design.  
2020.