

ABOUT

- W** **Portfolio**
<http://sindhurathulasi.com/>
- ✉** **Email**
sindhubalaji36@gmail.com
- ☎** **Mobile**
+91 9380680699

SKILLS

- ✂** **Softwares**
Adobe XD
Sketch
Illustrator
Photoshop
Indesign
Lightroom
Premiere Pro
- 📱** **Prototype**
Invision
Marvel
Balsamiq
- </>** **Code**
HTML
CSS
Basic JS

LANGUAGES

- en** **English**
Speak and write
- 🇮🇳** **Telugu**
Speak (Advanced)
- తె** **Tamil**
Speak and write
- हि** **Hindi**
Speak (Intermediate)
- it** **Italian**
Speak (Basic)



Sindhura Thulasi

Senior Product Designer based out of Bangalore with 4+ years of work experience including 1+ years of experience in Milan, Italy.

EDUCATION

Dual Master's in Visual and Web Design
Scuola Politecnica di Design, Milan, 2015 -2016
68 Credits (min 60)

B.sc Visual Communication
M.O.P. Vaishnav, Chennai, 2011 - 2014
CGPA - 7.5

INDUSTRY EXPERIENCE

Senior Product Designer

Freo (Previously MoneyTap), Bangalore, Dec'19 - Present

Responsible for defining the end-to-end user experience of the savings vertical of Freo (Freo Save). Freo Save is a digital savings bank account in partnership with Equitas Small Finance Bank that offers 7% interest on savings. We worked on this project from scratch and made it live in 9 months.

Redesigned the MoneyTap core product from a user experience and user interface standpoint. This reduced the overall TAT by 1.5 mins and also reduced the number of clicks by almost 50% in the journey of getting a credit line.

UI/UX Designer

Loktra Technologies, Bangalore, Aug'18 - Nov'19

Responsible for the design of the manager panel for credit managers, primary goal was to give real-time visibility to them so that they can monitor their team, achieve targets and push the loan process in a much faster pace.

Designed an app for sales officers to help them keep a track of all their leads and complete all the tasks assigned to them.

My role involves understanding their current process, identifying all the pain points, ideating and coming up with solutions in the form of digital products. The ultimate aim is to aid in making the loan lifecycle better and simpler.

UI/UX & Graphic Designer

Noone, Milan, Jan'17 - May'18

Responsible for the identity design of an upcoming italian brand "BOND", a company which makes handmade bags. Main tasks included identity definition based on customer needs, logo design, tags and label design and packaging design.

Redesigned the wardrobe configurator of Flou. Main tasks included defining style, iconography and efficient user experience.

Redesigned and developed the company's official website. Main tasks involved ideation, wireframes, defining a visual style, designing and developing using HTML, CSS and basic JS.

Design Intern

Noone, Milan, Sep'16 - Dec'16

Responsible for the general website structure for a better user perspective for clients Flou and Natevo, both furniture design companies.