

## ABOUT

- W** **Portfolio**  
<http://sindhurathulasi.com/>
- ✉** **Email**  
sindhupalaji36@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. Open to remote positions as well.

## 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

*MoneyTap (now rebranded as Freo), 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.