

Sriram S

UI UX Designer

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 Coimbatore, TamilNadu

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SUMMARY

UI/UX Designer with 3 years of experience creating user-centric, visually compelling digital products for web and mobile platforms. Adept at conducting UX research, building wireframes and prototypes, and collaborating with cross-functional teams to deliver seamless user experiences. Proficient in Figma, Adobe Creative Suite, and front-end technologies like HTML, CSS, and JavaScript. Currently enhancing legacy systems and delivering modern UI solutions at Objectways Technologies. Passionate about product thinking and delivering business-driven, user-focused designs.

SKILL

- Design Tools:** Adobe Illustrator, Figma, Adobe XD, Adobe Photoshop, Canva
- Design Process & Method:** Wireframing, Prototyping, Userflow, Design Thinking, Product Thinking, Visual Hierarchy, Competitive Analysis
- Design Types:** Product Design, Web Design, Mobile App Design
- Collaboration & Communication:** Cross-Functional Team Communication, Microsoft Team, Jira

WORK EXPERIENCE

Objectways - UI/UX Designer

May 2024 – Present

- Conducted in-depth research to redesign legacy products, creating wireframes and interactive prototypes to enhance user experience.
- Designed user-centered interfaces in Figma, ensuring visually appealing and functional design solutions.
- Built responsive front-end components using HTML, CSS, and JavaScript, ensuring seamless collaboration with development teams.
- Created graphic designs, marketing visuals, and social media posters to support brand identity and promotional activities.
- Collaborated with cross-functional teams to align designs with client requirements and industry best practices in UI/UX design.
- Continuously improved design quality by staying updated with emerging trends and advancements in UI/UX, front-end, and visual design.

PROJECTS

- ChartApps: Designed the product UI, focusing on intuitive dashboards and simplified data visualization.
- Objectways Website: Worked on specific website sections to improve layout, user flow, and visual consistency.
- FieldMountain: Leading UI design for the current product, enhancing usability and consistency across web interfaces.
- PMT Internal Tool: Designed UI layouts to streamline internal workflows and improve task management efficiency.
- Brand & Marketing Design: Created images, banners, and social media posters for marketing campaigns and brand awareness.

- Designed user-centric interfaces in Figma and conducted user research to create intuitive and functional digital solutions.
- Developed responsive front-end components using HTML, CSS, and JavaScript, ensuring smooth implementation and collaboration with the development team.
- Created marketing and branding materials including posters, visiting cards, letterheads, and promotional designs to maintain consistent brand identity.
- Designed and developed website UI layouts, ensuring modern design, responsiveness, and user-friendly navigation.
- Collaborated with cross-functional teams to deliver projects aligned with client requirements and UI/UX best practices.
- Stayed up to date with emerging UI/UX trends and front-end technologies to continuously improve design outcomes.

EDUCATION

Srimad Andavan Arts and Science College, Trichy

2020

Master of Computer Application

Srimad Andavan Arts and Science College, Trichy

2018

Bachelor of Computer Application

CERTIFICATIONS

- **UI Professional Designer** - Arena Animation, Coimbatore