




Amrith Srinivasan

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 amrith.kvs@gmail.com

 Canadian citizen

Education

Professional Certification

UX Design

Springboard Institute

January - April, 2017

Bachelor of Arts

Business Economics

York University, Toronto, Canada

September 2012 - August 2016

Design Tools

Invision · Sketch · Zeplin · Abstract ·
Adobe Illustrator · Adobe Photoshop ·
Adobe Indesign · Adobe Experience
Design

Research Skills

Contextual Interviews · Requirement
Gathering · User Studies · Persona
Development · Storyboarding · Paper
Prototyping · Heuristic Evaluation ·
User Testing

Technical Skills

HTML/CSS/Javascript

Achievements

Best Speaker
Environmental council - MUN, Turkey
27-29 Feb 2009

Work Experience

● Product Designer, GroupBy, Toronto, Canada

Aug 2018 - Present

I work on several upstream design problems for GroupBy web and mobile experiences. In 12 months, I have contributed to 2 big and 1 medium sized projects that have had a positive impact on the Site Conversion and company MRR. My work involves collaborating with product managers and researchers to conceptualize, mock and prototype both interactions and motion, that help our merchandisers create experiences to help shoppers make more informed decisions with as little cognitive effort as possible.

● Product Designer, Diem, Toronto, Canada

Mar 2018 - Jun 2018

I was initially hired to design the IOS platform for V1 release. Subsequently, I was tasked to redesign the existing Android platform. Additionally, while working closely with shareholders, I was able to redesign key screens such as the main home screen, details sections and the profile screen to reflect the overall vision of the company. The platform is split into two separate applications so in total I designed 4 applications (2 for IOS, 2 for Android). In this project, I designed for the entire mobile spectrum i.e. for IOS (6,7,8 and X) plus Android (all models)

● Product Designer, Ormat Tech, Bangalore, India

Dec 2017 - Feb 2018

This was a project in India that I was asked to be a part of. The client had an existing web based application that they needed to convert into a mobile app. I was tasked with the UX research as well as the UI design for the entire application (both Android & iOS). conducted UX workshop and gathered requirements after which wireframes and designs were finalized. I worked with 2 developers (both front end).

● Design Consultant, Ontario Wholesale Energy, Toronto, Ontario

Sep 2017 - Dec 2017

OWE is a leading energy wholesale provider with over 100 employees in Toronto, Canada. I have been tasked to do the necessary UX research and UI design for their in-house app to be used daily by a minimum of 50 sales agents.

● Design Intern, AppZoy Technologies, Bangalore, India

Jun 2017 - Aug 2017

Designed and launched the user experience of AppZoy's personal portfolio platforms on android. Worked with multiple shareholders both internal and external to secure positive release of product.

● Freelance UX/UI Designer

Nov 2016 - Present

I worked with clients to re-imagine the way they can bridge their company goals with a positive user experience. Responsibilities include User Research. Site Maps. Sketches. Wire-frames. Click-able Prototypes. Card Sorting. User Interviews. Competitive Analysis. Storyboards. User Persona.