

AVINASH

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 Chennai, India

 LinkedIn



Website

EDUCATION

PGDM in Human Resources Management

Annamalai University

Graduated: 2017

Diploma in Sound Engineering

The Audiophile School of Sound Engineering

Graduated: 2023

Bachelor of Commerce (Majors: Accounts,

Commerce, Economics)

Annamalai University

Graduated: 2015

SKILLS

- Design & Research: User Research, Wireframing, Prototyping, UX/UI Design, Graphic Design, Brand Identity
 - Technical: Front-End Development (HTML, React.js, React Native), Analytics, Talent Acquisition Systems
 - Tools & Frameworks: Figma, Adobe XD, Sketch, Photoshop, InDesign, Zoho People, Bootstrap, Tailwind CSS
 - Soft Skills: Project Management, Team Leadership, Crisis Management, Organizational Skills
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TOOLS & TECHNOLOGIES

- Design Tools: Figma, Adobe XD, Sketch, Axure RP, Photoshop, InDesign
 - Development: HTML, React.js, React Native, Bootstrap, Tailwind CSS
 - HR & Analytics: Zoho People, SAP HR, Analytics Platforms
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CERTIFICATIONS

HIGH FIDEL PROTOTYPING

USER INTERFACE DESIGN

WIREFRAMING

CORE HR

Foundations of UX

UX DESIGN

UX RESEARCH

PROFESSIONAL EXPERIENCE

Brainobrain Pvt Ltd
UI/UX Designer

Mar 2013 - Mar 2019

- Conducted user research with participants from over 20 countries to inform design decisions.
- Designed wireframes, prototypes, and high-fidelity mockups using Figma, Adobe XD, and Sketch.
- Implemented a management system to optimize internal workflows, increasing team productivity

Career Break **Apr 2019 - Mar 2023**

- Provided full-time care for a family member, developing strong organizational, crisis management, and multitasking skills transferable to HR and project management roles.
- Continued professional development through online courses in UI/UX design and HR systems.

Freelancer **Apr 2019 - Mar 2022**

Management Executive - Brainobrain Pvt Ltd

(Concurrent with Lead Designer Role)

- Streamlined talent acquisition, sourcing and hiring over 50 faculty members, reducing recruitment time by 20%.
- Provided interim management support during COVID-19, ensuring operational continuity.
- Coordinated cross-functional teams and reported directly to the CEO, improving team efficiency.

Freelancer **Apr 2019 - Mar 2022**

Audio Engineer

- Pursued Diploma in Audio Engineering
- Worked on End to End Audio Production
- Conducted Vocal Training & Produced Scores

Arizon Digital **Apr 2024 - May 2024**

Lead UI-UX Designer / Analyst

- Led UI/UX design for a SaaS application, conducting user research and prototyping to improve functionality and user satisfaction by 10%.
- Performed product analysis to deliver data-driven design solutions.
- Managed a team of 5 designers and 4 developers, presenting project outcomes directly to the CEO.

Freelance **Present**

UI-UX Designer / Developer  **Work - In - Progress**

- Designing and developing an AI-integrated website using Figma, React.js, Tailwind CSS, HTML, and Python.
 - Maintaining professional development through online courses in UI/UX design and HR systems.
 - Providing freelance sound engineering services, enhancing multitasking and client communication skills.
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Additional Information

- Portfolio [https://www.avinkr.in/].
 - Proficient in sound engineering, Music Production and efficient in working on all Major DAW's
 - Have worked on Independent Albums and Assisted in Background Recordings
 - Strong communicator with experience presenting to C-level executives and managing cross-functional teams.
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