# **AVINASH**







### **EDUCATION**

**CS Executive Institute of Company Secretaries of India Results Expected: August 2025** 

**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, Talend
- Soft Skills: Project Management, Team Leadership, Crisis Management, Organizational Skills

### **TOOLS & TECHNOLOGIES**

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

# **CERTIFICATIONS**

**USER INTERFACE DESIGN WIREFRAMING CORE HR HIGH FIDEL PROTOTYPING** 

**UX DESIGN UX RESEARCH Foundations of UX** 

# PROFESSIONAL EXPERIENCE

**Brainobrain Pvt Itd 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.

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 Al-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.

### **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.