Bharath K

UX\UI DESIGNER

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Profolio: https://bharathdesign.github.io/portfolio/   Behance: https://www.behance.net/bharathkarthik

A results-driven UX/UI Designer with a strong engineering background and over 2 years of experience in the design field. Adept at blending creative design skills with technical expertise to deliver user-centered solutions that enhance digital experiences. Passionate about solving complex problems, creating intuitive interfaces, and driving impactful user interactions through innovative design thinking.

CORE SKILLS

UX Design: User Research, Wireframing, Prototyping, Usability Testing, Information Architecture, Interaction Design

UI Design: Visual Design, Responsive Design, Accessibility (WCAG), Design Systems, Branding

Tools & Platforms: Figma, Adobe XD, Photoshop, Illustrator, InDesign, Canva

Methodologies: Agile/Scrum, Design Thinking, User-Centered Design (UCD)

Soft Skills: Problem Solving, Effective Communication, Collaboration, User Empathy

EXPERIENCE

UX UI DESIGNER

Wakanda Books by TitanDeploy, Bangalore   *Mar 2025 - Present*

- Contributing to the development of Wakanda Books' **flagship B2C SaaS web application**, designed to simplify sales and optimize warehouse and product management.
- Leading the **end-to-end UX process**, including user research, requirement gathering, wireframing, prototyping, and usability testing.
- Designing **intuitive, responsive, and accessible interfaces** that align with SaaS industry standards and deliver a seamless experience across devices.
- Provided **key UX insights and recommendations** to the team, ensuring the **right design direction for mobile-responsive experiences** and improving usability for end users.
- Collaborating closely with **front-end and back-end development teams** to ensure smooth implementation of design systems and faster go-to-market delivery.
- Driving focus on **usability, scalability, and performance**, helping shape the product into a robust SaaS solution tailored for a **B2C audience**.

JUNIOR UI/UX DESIGNER

MadHatter Creative, Bangalore   *Jul 2024 – Feb 2025*

- Spearheaded end-to-end **UI/UX design processes** for multiple client projects across industries, including IoT platforms, NFT marketplaces, EdTech solutions, Chartered Accountant firms, metro train manufacturing firms, and eBook platforms.
- Conducted user research, wireframing, prototyping, and usability testing to ensure design solutions aligned with client objectives and user needs.

- As a **Graphic Designer**, created and managed a wide range of marketing and branding assets, including:
    1. Social media creatives (Instagram/LinkedIn carousels, ads, reels, posters).
    2. Print & digital collaterals (brochures, product labels, standees).
- Tools used: Figma, Photoshop, Illustrator, InDesign, Canva.

UI/UX DESIGNER

Granny's Things, Coimbatore   *Mar 2023 – Dec 2023*

- Designed and developed an **e-commerce website** for Granny's Things skincare products, focusing on intuitive navigation, responsive layouts, and optimized user journeys to enhance customer experience and sales conversions.
- Created product **packaging and label designs**, ensuring brand consistency and visual appeal across multiple product lines.
- Collaborated with stakeholders to align design solutions with business objectives, strengthening brand identity and customer engagement.

DESIGN PROJECT

ECOMMERCE APP - IOS & ANDROID

A mobile-first e-commerce concept built for iOS and Android, focused on connecting users with authentic local products (food, skincare, sweets, healthcare) from their hometown. Features include powerful search, location-based recommendations, real-time order tracking, secure checkout, and a user-friendly design to enhance trust and convenience. (Case Study Link: Behance)

DISTRIBUTION MANAGEMENT SYSTEM DASHBOARD - SAAS PROJECT

Designed an intuitive dashboard for managing inventory, orders, and product performance. Integrated interactive analytics with light and dark mode for better usability. Enabled seamless order tracking and sales insights for efficient decision-making.

CERTIFICATION

Foundation of User Experience Design | GOOGLE and INNOVOSENSE 2022 V2.0 | KPRIET.

EDUCATION

PROFESSIONAL BOOTCAMP IN UX/UI DESIGN

Design Boat UI/UX School, Bangalore   *Jan 2024 - May 2024*

- Mastered user research, visual design principles, and interaction design techniques.
- Designed a capstone project that addressed real-world user challenges, receiving accolades from mentors.

BACHELOR OF ELECTRICAL AND ELECTRONICS ENGINEERING

KPR Institute of Engineering and Technollogy, Coimbatore   *Sep 2021 - May 2024*

INTEREST

Photography, Cooking, Listening Music