Bharath Karthikeyan

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Summary

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.

Skills

UX Design: User Research, Wireframing, Prototyping, Usability Testing, Information Architecture, Interaction Design, User Flows
UI Design: Visual Design, Responsive Design, Accessibility (WCAG), Design Systems, Branding
Tools and Platforms: Figma, Adobe XD, Photoshop, Illustrator, InDesign, Canva
Methodologies: Agile/Scrum, Design Thinking, User-Centered Design (UCD)
Soft Skill: Problem Solving, Effective Communication, Collaboration, User Empathy, Passion for Design, Eager to Learn and Grow, Commitment to Delivering Results, Team Player, Positive Attitude

Experience

UX/UI Designer, WakandaBooks by Titandeploy – Bangalore, IN   March 2025 – Present

- Contributing to the development of Wakanda Books' **flagship B2B 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 **B2B audience**.

Junior UX/UI Designer, MadHatter Creative – Bangalore, IN   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.
- **Graphic Design:**, Created and managed a wide range of marketing and branding assets, including: 1.Social media creatives (Instagram/LinkedIn carousels, ads, reels, posters). 2.Print and digital collaterals (brochures, product labels, standees).
- Tools used: Figma, Photoshop, Illustrator, InDesign, Canva.

UX/UI Designer, Granny's Things – Coimbatore, IN   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 Projects

E-Commerse Application - iOS and Android

behance.net/UX-Case-Study

- 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.

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
- INNOVOSENSE 2022 V2.0 | KPRIET.

Education

Design Boat UI/UX School - Bangalore, Professional Bootcamp in UX/UI Design   Jan 2025 – May 2025

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

KPR Institute of Engineering and Technology - Coimbatore, Bachelor of Electrical and Electronics Engineering   Sep 2021 – May 2024

- 8.25 /10 CGPA
- Developed IoT-based solutions, such as Smart Water Level Management Systems and Smart Street Light Control.