

# DEEBANRAJ.R

## DESIGN LEAD

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## EXPERIENCE

### 2022 Oct to Till date DESIGN LEAD

*Ample Technologies - Bengaluru*

- Extensive experience in user interface design principles, transforming complex workflows into simple and intuitive design solutions.
- Lead the creative direction for brand marketing across Retail (Apple, Bose, Under Armour, ASICS) & Enterprise solutions.
- Efficiently manage client relationships and project deadlines.
- Mentored junior designers, fostering a culture of creativity and continuous improvement within the team.
- Create reusable user experiences and maintain a library of components, icons, colors, and fonts.
- Bringing the brand vision to life through innovative and aesthetically pleasing design solutions.

### 2016 Feb to 2022 Sep SENIOR DESIGNER

*Jivox Software India Pvt Ltd - Bengaluru*

- Collaborate with product managers and engineers to gather and evaluate user requirements, translating them into captivating design solutions.
- Specialize in developing UI mockups, prototypes, and original designs for websites, app interfaces, and dashboards.
- Expert in incorporating discovery insights into solutions aligned with brand, target audience, and product functionality.
- Strong understanding of device form factors and design feasibility, with the ability to work in an Agile environment.

### 2014 May to 2016 Jun PRODUCTION EXECUTIVE

*Williams Lea Tag - Chennai*

- Experienced in creating brand-compliant assets, enhancing brand visibility and engagement across digital and print platforms.
- Developed impactful brochures, banners, logos, and web/app interfaces, collaborating closely with cross-functional teams.
- Utilized a strong understanding of design principles and brand identity to produce cohesive and impactful visual content.

### 2013 Feb to 2014 May ASSOCIATE GRAPHIC DESIGNER

*3D Red Eye Studios - Chennai*

- Apply standard design techniques with creative flair, independently making precise adaptations under supervision.
- Contribute to complex design assignments, from conventional plans to detailed investigations.
- Demonstrate a commitment to excellence through innovative problem-solving and technical skill.

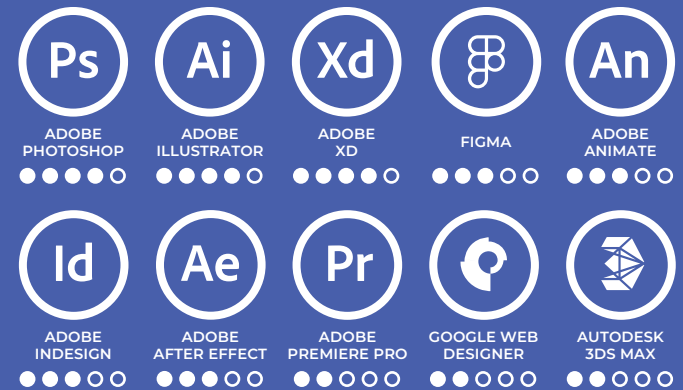
## SUMMARY

A seasoned design lead with 11 years of experience in UI/UX design, specializing in transforming conceptual ideas into intuitive, high-quality solutions. Proven ability to manage client relationships, mentor teams, and meet project deadlines efficiently.

Expert in aligning designs with brand and product functionality, creating reusable user experiences, and maintaining design documentation. Skilled in prototyping and animation using tools like Figma, with a strong focus on visual and interactive design, platform diversity, and communication.

Driving and contributing to the creative unit for brand: Communications | Brand alignment | Brand awareness | Social media | Product | Services.

## TOOLS



## SKILL SET

- Prototype design
- User interface design
- Interaction design
- User-centered design (ucd)
- User research
- A/b testing
- Product design
- Color theory
- Design systems
- UX design
- Usability design
- Responsive design

## ACHIEVEMENTS

**2023 ACE AWARD**  
Apple video and UI enhancement.

**2020 ABOVE AND BEYOND AWARD**  
Quick delivery of bulk assets.

## EDUCATION

**2011 to 2013**

**DIPLOMA IN AAIP (MULTIMEDIA)**  
*Arena Animation - Chennai*

**2008 to 2011**

**B.SC COMPUTER SCIENCE**  
*SSM College of Arts & Science - Namakkal*

## LANGUAGES

ENGLISH ●●●●○ MALAYALAM ●●○○○  
TAMIL ●●●●○ KANNADA ●●○○○