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.
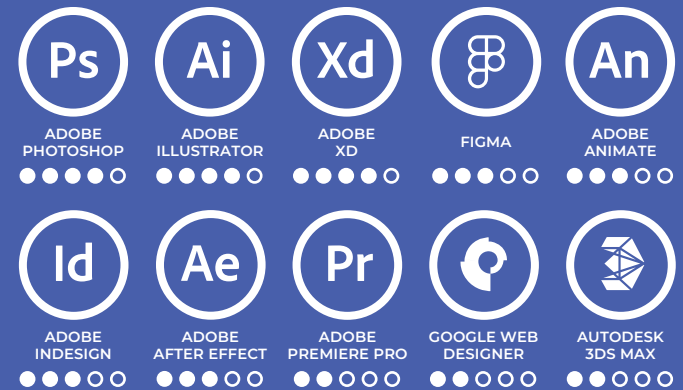
SUMMARY

A seasoned design lead with 10 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

Tool	Rating
ADOBE PHOTOSHOP (Ps)	●●●●●○
ADOBE ILLUSTRATOR (Ai)	●●●●●○
ADOBE XD (Xd)	●●●●●○
FIGMA	●●●●○○
ADOBE ANIMATE (An)	●●●○○○
ADOBE INDESIGN (Id)	●●●○○○
ADOBE AFTER EFFECT (Ae)	●●●●○○
ADOBE PREMIERE PRO (Pr)	●●●●○○
GOOGLE WEB DESIGNER	●●●○○○
AUTODESK 3DS MAX	●●○○○○

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

Language	Rating
ENGLISH	●●●●○
TAMIL	●●●●●
MALAYALAM	●●○○○
KANNADA	●●○○○