

# Gookul E.V.R

## UX/UI Designer

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Highly experienced UX designer with a focus on user-centered design, leveraging over 5 years of industry experience. Skilled in conducting user research, wireframing, prototyping, and usability testing to create intuitive and user-friendly solutions. Demonstrated success in delivering impactful projects for diverse clients across multiple industries. Committed to designing for user usability, functionality, and business improvement.

### EXPERIENCE

#### Virtusa UX - DESIGNER

2021-2023

- Designed intuitive user flows and interfaces for web and mobile applications.
- Conducted user research, including focus groups and usability tests.
- Created wireframes, prototypes, and high-fidelity mockups. Worked closely with developers to ensure that designs were properly implemented.
- Working closely with developers, product managers, and other stakeholders to ensure that the design meets business objectives and can be implemented effectively.

#### Kuya Technologies UX - DESIGNER

2020-2021

- Conceptualized creative ideas with clients. Tested and improved the design of the website.
- Established design guidelines, standards, and best practices. Wire framed and prototyped.

#### CESIT UX/UI - DESIGNER

2018-2020

- Responsible for creating Digital Marketing Posts, completing case studies, and providing solutions to users which improve business.
- Conducted interviews with stakeholders and users, created sitemaps, and conducted usability tests.
- Conceptualized creative ideas with clients, and tested and improved website designs.
- Established design guidelines, standards, and best practices. Wire framed and prototyped.
- Designed intuitive user flows and interfaces for web and mobile applications.

#### COMMUTATUS UX/UI - DESIGNER

2017-2018

- Responsible for creating Digital Marketing Posts, completing case studies, and providing solutions to users which improve business.
- Conducted interviews with stakeholders and users, created sitemaps, and conducted usability tests.
- Conceptualized creative ideas with clients, and tested and improved website designs.
- Established design guidelines, standards, and best practices. Wire framed and prototyped.
- Designed intuitive user flows and interfaces for web and mobile applications.
- Designed mobile apps, websites, user research, wireframing, and prototyping.
- Responsible for user-centered design (UCD) and user-driven design (UDD) for mobile and web applications.

## EDUCATION

|  |      |
|--|------|
| School   | 2009 |
| Sri Balaji Polythenic  | 2012 |
| <ul style="list-style-type: none"><li>Diploma in ECE - DOTE</li></ul>              |      |
| SSN College Of Engineering   | 2015 |
| <ul style="list-style-type: none"><li>B.E in ECE - Anna University</li></ul>       |      |
| Image Creative Education   | 2017 |
| <ul style="list-style-type: none"><li>Diploma in Game Development - ICAT</li></ul> |      |

## ACHIEVEMENTS

- Successfully launched the mobile app "Correct English" developed by Vantage Labs, resulting in positive feedback from users and stakeholders.
- Improved user experience through the redesign of the GO Compare web application, receiving positive feedback from users.
- Achieved significant improvements in user engagement metrics for the web application Funnelkonnnect, such as click-through rates, time spent on site, and conversions.

## SKILLS USED ACROSS MULTIPLE PROJECTS

- User Research: Conducted thorough user research to gain insights into user needs, preferences, and behaviors. Utilized various methods such as interviews, surveys, and usability testing to inform design decisions.
- Wireframing and Prototyping: Created wireframes and interactive prototypes to visualize and communicate design concepts. Iterated designs based on feedback and user testing.
- User Interface Design: Developed visually appealing and user-friendly interfaces for web and mobile applications. Implemented best practices in UI design, including layout, typography, color schemes, and iconography.
- Interaction Design: Designed intuitive and seamless interactions to enhance user engagement and satisfaction. Created interactive elements such as animations, micro-interactions, and transitions to improve usability.
- Usability Testing: Planned and executed usability testing sessions to evaluate the effectiveness and efficiency of designs. Analyzed feedback and data to identify areas for improvement and optimize user experiences.
- Collaboration: Worked closely with cross-functional teams, including developers, product managers, and stakeholders, to ensure alignment between design and business objectives. Facilitated effective communication and collaboration throughout the design process.
- Problem-solving: Employed analytical thinking and problem-solving skills to address design challenges and find innovative solutions. Applied a user-centered approach to identify and resolve usability issues.
- Empathy: Demonstrated empathy towards users to understand their needs, frustrations, and goals. Incorporated user feedback and insights into design decisions to create meaningful and impactful experiences.
- Visual Design: Applied visual design principles to create aesthetically pleasing and cohesive designs. Considered factors such as color theory, typography, and composition to convey brand identity and enhance user engagement.
- Iterative Design Process: Followed an iterative design process, incorporating feedback and making iterative improvements based on user testing results. Adapted designs based on user feedback and evolving project requirements.
- These skills have been consistently applied across multiple projects, resulting in successful outcomes and positive user experiences.

## SKILLS

- User research
- Information Architecture
- Wireframing and prototyping
- User interface design
- Interaction design
- UX writing
- Visual design
- Collaboration
- Problem-solving
- Empathy

## LICENSES & CERTIFICATIONS

- Design-Led Strategy: Design thinking for business strategy and entrepreneurship
- Introduction to User Experience Design
- User Experience Design & User Interface Design Fundamentals
- Enterprise Design Thinking Practitioner
- Google UX Design Professional Certificate

## TOOLS

- Sketch
- Figma
- Adobe Creative Suite
- InVision
- Miro
- UsabilityHub
- Balsamiq
- Axure RP

## PORTFOLIO

- Dribbble/gookulevr
- Behance/gookulevr
- medium.com/@gookulevr