Jithin Babu

Digital Product Designer

Profile Summary

Digital Product Designer with 11 years of experience in working from start-up to corporate design teams. I focus on creating meaningful user experiences having business value. Well-versed in working closely with business as well as agile development teams in tandem. I can take ideas from concepts to finished digital products.

Work Experience

- 2022 August - Present
  User Experience Lead, Tata Consultancy Services(TCS), India
  Being a part of the UX team for Corporate Social Responsibility Initiatives, my role was to guide the design team in UX best practices and improve the quality of output by setting standards in design processes. Worked with product teams and agile software development teams taking care of designs all the way from a strategic level down to design details.

- 2017 February - 2022 July
  User Experience Architect, Ernst & Young Global Delivery Services(EY GDS), India
  To create digital financial applications and services I worked closely with the business team, to understand their requirements and validate them with research which involved making user personas, user journeys and all of them culminating into interactive prototypes. Being in a cross-functional team I worked in sync with the agile software development team, helped them in their planning and provided them with timely deliverables.

- 2012 January - 2016 December
  User Interface & User Experience(UI & UX) Designer, TACME, Dubai
  My role involved in creating user centred designs of products and services for various Government entities in UAE. Within the team I contributed to the evolving design process with adoption of new design tools and techniques.

Education

- 2014-2017
  Master of Business Administration (MBA), Marketing
  S.P Jain School of Global Management, Dubai

- 2006-2010
  Bachelor of Technology, Software Engineering
  University of Kerala, India

Skills

User-centred Design, Information Architecture, Agile Methodologies, Interaction Design, Usability Testing, Storyboarding, User Research, Wireframing, HTML & CSS, Visual Design, Illustration, Photography

Tools

Figma, Adobe XD, Axure RP, Mural, Illustrator, InDesign, Premier Pro

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