

# Jithin Babu

Digital Product Designer

## Profile Summary

As a Digital Product Designer, my 12-year journey spans across startup and corporate design teams. I specialise in crafting impactful user experiences that enhance business outcomes.

## Work Experience

- 2022 August - Present  
User Experience Lead, Tata Consultancy Services(TCS), India
  - Leadership: Led and mentored design team members within Corporate Social Responsibility Initiatives, guiding them in UX best practices.
  - Quality Improvement: Created a Design System to ensure design process standards were met to enhance the quality of output.
  - Comprehensive Oversight: Managed designs holistically, from a strategic level down to intricate details, ensuring cohesive implementation.
- 2017 February - 2022 July  
User Experience Architect, Ernst & Young Global Delivery Services(EY GDS), India
  - Client Collaboration: Engaged closely with clients to comprehend and validate their requirements, conducting research via user personas, user journeys, and interactive prototypes.
  - Cross-functional Team Collaboration: Worked harmoniously within a cross-functional team, synchronising efforts with agile software development teams. Assisted in planning, feature definition, and timely provision of deliverables.
  - Agile Support: Provided support to the agile software development team, aiding in their planning processes and ensuring timely deliverables aligned with project needs.
- 2012 January - 2016 December  
User Interface & User Experience(UI & UX) Designer, TACME, Dubai
  - User-Centred Design Creation: Developed user-centred designs for products and services tailored to multiple Government entities in the UAE, ensuring alignment with user needs.
  - Process Enhancement: Contributed within the team by evolving the design process through the integration of new design tools and techniques, fostering innovation and efficiency.

## Education

- Master of Business Administration (MBA), Marketing  
S.P Jain School of Global Management, Dubai
- Bachelor of Technology, Software Engineering  
University of Kerala, India

## Skills

User-centred Design, Information Architecture, Agile Methodologies, Interaction Design, Rapid Prototyping, Storyboarding, User Research, Wireframing, HTML & CSS, Visual Design

## Tools

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

## Contact

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