

JITHIN BABU

Digital Product Designer

About

Digital Product Designer with 10 years of experience in working from start-up to corporate design teams and with diverse educational backgrounds.

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.

Experience

UX Lead - Tata Consultancy Services, India

2022 August - Present

Being a part of UX team for Corporate Social Responsibility Initiatives, my role was to improve the standards in design processes and guide the design team in UX best practices. Worked with product team and agile software teams taking care of designs all the way from a strategic level down to design details.

Experience Architect, EY GDS, India

2017 February - 2022 July

To create digital financial applications and services I worked closely with business team, to understand their requirements and validate them with research which involved making user personas, user journeys and all of them culminating into prototypes. Being in a cross-functional team I worked in sync with agile software development team, helped them in their planning and provided them with timely deliverables.

UI-UX Designer - TACME, Dubai

2012 January - 2016 December

My role involved in creating user-centered designs of products and services for various Government entities in UAE. Within the team I contributed to the evolving design process and adoption of new design tools and techniques.

Web Designer - OrisysIndia, India

2011 November - 2012 January

Worked as a web-designer making visual designs, wire-frames and mock-ups as a part of a startup.

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www.jith.in/portfolio

Skills

User-centered 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

Education

M.B.A. - Marketing

2014-2017

S.P Jain School of Global
Management, Dubai

Bachelor of Technology - Computer Science & Engineering

2006-2010

University of Kerala, India