

# KEERTHANA S

## UX/UI DESIGNER

### CONTACT

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#### LINKS:

[Bē](#)

### SKILLS

- User Research
- Usability Testing
- Figma, Photoshop
- Wireframing, Prototyping
- Interaction Design
- Information Architecture
- Visual Design
- UI Development
- HTML, CSS
- MS OFFICE
- Cross-functional Collaboration
- Team Leadership
- Design Fundamentals (Layout, Typography, Color Theory)

### EDUCATION

#### B. TECH – INFORMATION TECHNOLOGY

Anna University | Affiliated to SSM College of Engineering

2018–2022 | CGPA – **82%**

#### HSC | Government Gr. Hr. Sec. School

Major – Computer Science

2017–2018 | CGPA – **69%**

#### SSLC | Government Gr. Hr. Sec. School

2015–2016 | CGPA – **89%**

### CERTIFICATIONS

- UX UI MASTERY - WEBALL
- PYTHON - GUVI

### LANGUAGES KNOWN

English , Tamil & Kannada

### PROFILE

Innovative and detail-oriented UX/UI Designer with a strong foundation in user research, wireframing, prototyping, and visual design. Proficient in leveraging design tools to create intuitive and engaging user experiences. Adept at cross-functional collaboration and incorporating user feedback to refine designs. Passionate about creating seamless interfaces that drive user satisfaction and business goals.

### PROJECTS

#### Scent Store | Mobile App

Tools - Figma 

- Designed a mobile app for browsing and purchasing perfumes.
- Conducted market research and created user personas, leading to a 20% increase in target audience engagement.
- Developed wireframes and high-fidelity mockups, resulting in a 30% improvement in user navigation efficiency.
- Built an interactive prototype and incorporated feedback, enhancing user satisfaction by 25% and reducing task completion time by 15%.

#### Landing Page Design | Website

Tools - Figma, Photoshop 

- Designed and developed landing pages for various clients, improving conversion rates by 40%.
- Employed responsive design techniques to ensure compatibility across devices.
- Utilized A/B testing to optimize design elements and increase user retention.




#### Ninza Trading Indicator | Mobile

Tools - Figma 

- Created a user-friendly interface with real-time trading insights and integrated trading books and blogs for easy access to resources.
- Simplified navigation for better usability and quick access to trading data.

#### Signup, Dashboard & Slider Pages | Mobile & Web

Tools - Figma

- Design a user-friendly signup page to improve registration speed 
- Create a responsive dashboard for easy navigation and feature access. 
- Develop an animation slider to highlight updates and promotions. 

#### Logo & Website UI Sketch Design

Tools - Figma 

- Created rough sketches for various logo concepts and initial home page layouts. Focused on visual identity and user-centric design principles.
- Developed early-stage designs to guide branding and UI development.

### WORK EXPERIENCE

#### MCA, Registrar of Companies via Sri Lakshmi Enterprises

##### Accounts Executive

OCT '22 – Present

- Processed payroll for government, outsourced, and contracted employees, ensuring timely and accurate salary credits and prepared and managed monthly financial reports and quarterly statements with 100% accuracy.
- Handled vendor invoicing and payments, streamlining the financial workflow and managed email communications, ensuring timely responses and organized record-keeping and
- Proficient in MS Excel and MS Office, utilizing advanced data analysis, spreadsheet management, and reporting to optimize processes and improve efficiency.