Iniyavan Mageshwaran

Senior UI/UX Designer

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PROFESSIONAL SUMMARY

Senior UI/UX Designer with 6+ years of experience designing user centered mobile and web applications. Expertise in wireframing, prototyping, UX research, usability testing, and scalable design systems. Proven ability to collaborate with cross-functional teams and improve onboarding, user engagement, and customer acquisition.

WORK EXPERIENCE

Senior UI/UX Designer   April 2023 – Present

Nithra Apps India Private Limited | Tiruchengode

- Designed user-centered mobile and web interfaces with a strong focus on usability, accessibility, and visual clarity.
- Led end-to-end UX design processes including research, wireframing, prototyping, and usability testing.
- Conducted user research and usability tests to identify pain points and improve overall user experience.
- Improved onboarding flows and optimized key user journeys, contributing to a **40% increase in customer acquisition**.
- Created high-fidelity UI designs using Figma and Adobe XD, ensuring consistency across products.
- Built and maintained scalable design systems to support faster development and consistent UI patterns.
- Collaborated closely with product managers, developers, and stakeholders to translate business requirements into effective design solutions.
- Delivered high-quality designs under tight deadlines while managing multiple projects simultaneously.

Junior Graphic Designer   July 2018 – April 2023

Nithra Apps India Private Limited | Tiruchengode

- Assist in designing creatives for social media, websites, marketing materials, and presentations
- Support senior designers in creating banners, posters, brochures, and layouts
- Understanding of typography, color theory, and layout principles
- Ability to follow design briefs and brand guidelines

KEY PROJECTS

PayMe – Conceptual Digital Wallet App (Case Study)

- Designed a conceptual digital wallet app to analyze and solve common usability issues in daily payment experiences.
- Focused on UX research, user flows, and interaction design rather than building a live product.
- Demonstrated UX thinking, research methodology, and problem-solving skills through detailed wireframes and prototypes.

View Portfolio: https://iniyavandesign.github.io/

CORE SKILLS

■ UX & Product Design

User Research & Interviews

Wireframing & Prototyping

User Flows & Journey Mapping

Information Architecture

Interaction Design

Design Systems

Accessibility (WCAG)

■ Testing & Research

Usability Testing

A/B Testing

Heuristic Evaluation

Personas & User Journeys

■ Web & No-Code Tools

Webflow

Framer

■ Design & Prototyping Tools

Figma (FigJam)

Adobe XD

Canva

Adobe Creative Cloud

EDUCATION

Diploma in Computer Science   2015 - 2018

Bharath Polytechnic College | Graduated with Distinction.

Bachelor of Computer Science Engineering   2020 (Discontinued)

Salem College of Engineering and Technology

CERTIFICATIONS

- Microsoft Copilot – Skill Nation
- Work with Components in Figma – Coursera
- No-Code Responsive Website with Webflow – Coursera
- Fundamentals of Digital Marketing – Google Digital Garage

ADDITIONAL INFORMATION

Languages: English, Tamil, Hindi (Basic)

Work Mode: On-site / Hybrid / Relocation