

# INIYAVAN MAGESHWARAN

Senior UI/UX Designer | Product Designer

India | Open to Relocate – Dubai, UAE

✉ [foriniyavan@gmail.com](mailto:foriniyavan@gmail.com)

🌐 Portfolio: <https://iniyavandesign.github.io>

🔗 LinkedIn: <https://www.linkedin.com/in/iniyavan-m>

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## PROFESSIONAL SUMMARY

Senior UI/UX Designer with **6+ years of experience** designing **user-centered mobile and web applications across multiple industries**. Strong expertise in **UX research, usability testing, wireframing, prototyping, and scalable design systems**. Proven ability to collaborate with **product managers, developers, and stakeholders** to improve **onboarding, usability, and user engagement**, delivering **measurable business outcomes**. Actively open to relocation to Dubai, UAE.

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## CORE SKILLS

### UX & Product Design

- UI/UX Design
- Product Design
- User Research & Interviews
- Personas & User Journey Mapping
- Information Architecture
- Interaction Design
- Wireframing & Prototyping
- Design Systems
- Accessibility (WCAG)

## Research & Testing

- Usability Testing
- A/B Testing
- Heuristic Evaluation

## Tools

- **Figma (FigJam)**
- Adobe XD
- Adobe Creative Cloud
- Canva

## Web / No-Code

- Webflow
  - Framer
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# PROFESSIONAL EXPERIENCE

## Senior UI/UX Designer

**Nithra Apps India Private Limited – Tamil Nadu, India**  
**April 2023 – Present**

- Led **end-to-end UX design** for mobile and web applications, from research to final UI delivery
- Conducted **UX research, usability testing, and heuristic evaluations** to identify pain points and optimize user journeys
- **Redesigned onboarding flows, resulting in a 40% increase in customer acquisition**
- Improved interaction clarity and task flows, **reducing user drop-offs during critical journeys**
- Created **high-fidelity UI designs and interactive prototypes** using Figma and Adobe XD
- Built and maintained **scalable design systems**, improving design consistency and faster development handoff
- Collaborated closely with **product managers, developers, and stakeholders** in Agile environments

## Junior Graphic Designer

Nithra Apps India Private Limited – Tamil Nadu, India

July 2018 – April 2023

- Designed creatives for **social media, websites, digital marketing materials, and presentations**
  - Supported senior designers in creating **banners, posters, brochures, and layout designs**
  - Followed brand guidelines with strong attention to **typography, color, and visual consistency**
  - Collaborated with marketing and product teams to deliver consistent visual communication
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## KEY PROJECT

### Mobile Payment Experience – UX Case Study

- Designed a conceptual **mobile application** to analyze and improve real-world payment usability
- Conducted user research to identify onboarding and transaction pain points
- Created **user flows, wireframes, and high-fidelity UI designs**
- Improved clarity, trust indicators, and transaction visibility through UX improvements

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## 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
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## **EDUCATION**

### **Diploma in Computer Science**

Bharath Polytechnic College – Graduated with Distinction

2015 – 2018

### **Bachelor of Computer Science Engineering (Discontinued)**

Salem College of Engineering and Technology – 2020

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## **LANGUAGES**

- English – Professional
  - Tamil – Native
  - Hindi – Basic
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## **RELOCATION & AVAILABILITY**

- Willing to relocate to **Dubai / UAE**
- Open to **employer-sponsored work visa**
- Available for **on-site or hybrid roles**