LAKSHMI NARAYANAN K

UX/UI Designer | User Research

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SUMMARY

With over 1.3 years of experience in UX/UI design, I'm driven to create engaging, user-centered web experiences. My expertise in user research, prototyping with Figma, and conducting usability testing has significantly improved product adoption rates. I am passionate about leveraging insights to design intuitive interfaces that meet business goals.

EXPERIENCE

UX Designer

Cognizant 📅 04/2023 - 07/2024 📍 Chennai, India

- Designed both mobile and desktop apps simultaneously for our product. Redesigned the existing complex modules to address previous usability issues and improve them by 40% in user-friendliness. Identified potential areas to improve product based on consumer preferences.
- Conducted user interviews, evaluated feedback on designs, and iterated based on input. Prioritized significance of identified issues, explored multiple solution approaches, and offered robust recommendations.
- Achieved 50% reduction in clicks required for our driver app, improving user-friendliness and user satisfaction. Designed an internal tool for the CSM team, resulting in a 30% improvement in workflow efficiency.
- Documented the design processes from 0 to 1, maintaining clear communication with product managers, developers, QA team and stakeholders to bridge the gap between design and the end product, ensuring the successful implementation of 100% design solutions.

Internship

Kevell 📅 10/2024 - 11/2024 📍 Madurai, India

- Simultaneous Design: Designed both mobile and desktop apps, focusing on user-centric improvements. Redesigned complex modules, achieving a 40% increase in user-friendliness by addressing previous usability issues.
- User Research: Conducted user interviews, gathered and evaluated feedback on design concepts, and iterated based on input. Prioritized key issues and explored multiple solutions, resulting in targeted and effective recommendations.
- Efficiency Improvements: Reduced required clicks in the driver app by 50%, enhancing user satisfaction and ease of navigation. Developed an internal tool for the CSM team, boosting workflow efficiency by 30%.
- Cross-Functional Collaboration: Documented end-to-end design processes, ensuring alignment with product managers, developers, QA, and stakeholders. Maintained clear communication to achieve 100% implementation of design solutions.

PROJECTS

Mobile App For Turf Booking App

📅 10/2024 - 11/2024 📍 Madurai, India

Lead UI Designer, responsible for conceptualizing and implementing a fresh, user-friendly design.

- Initiated the process with comprehensive research and low-fidelity sketches, drawing inspiration from industry trends, and progressed to high-fidelity designs. Implemented a cohesive design system to ensure a seamless and intuitive user experience.

KEY ACHIEVEMENTS

✔ **Enhanced Usability by 40%**
Restructured complex modules for mobile and desktop apps, improving user-friendliness by 40% by fixing usability issues.

🏆 **15% Conversion Rate Boost**
Remodeled Shopify's checkout process, drastically improving the conversion rate through user-centered design principles.

SKILLS & TOOLS

Figma User Research Prototyping

Usability Testing Adobe photoshop

Design Systems Sketch

Adobe illustration Design thinking

FigJam User flow

User centered design

Responsive design

CERTIFICATION

Figma for UX/UI

An in-depth course focusing on mastering Figma for complex UX/UI design projects.

User Research & Testing

A comprehensive certification on modern user research methods and usability testing techniques, offered by Nielsen Norman Group.

EDUCATION

Bachelor Of Mechanical engineering

Sethu Institute of Technology

📅 2017 - 2020 📍 Virudunagar, India

Diploma In Mechanical engineering

Nagasiva Polytechnic college

📅 2014 - 2017 📍 Madurai, India