

# JAYARAM K

## UX/UI Designer

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Tiruppur, Tamilnadu

Accomplished UI/UX designer with a knack for enhancing brand positioning and driving business growth. Skilled in the latest UI/UX technologies, and a detail-oriented team player, ready to combine creativity and extensive experience to bring new business to Kforce.

## WORK HISTORY

- **Tidal Vape** - UX/UI Designer 2022 - Current
  - Resolved minor user experience issues, leading to a **60% increase** in success rate.
  - Enhanced user experience for accessing product deals, resulting in an **90% increase** in success rate.
  - Ensure responsive, touch-friendly design with simple navigation for better mobile UX.
  - Collaborated with the team lead on UX brainstorming and design thinking.
- **Mat The Basics** - UX/UI Designer 2021 - 2022
  - Improved B2B user experience, reducing bounce rates by 88.12%.
  - Designed B2B and B2C websites after understanding products, competition, industry, and marketing goals.
  - Designed the Expo Events landing page UI and created realistic 3D product displays for live websites.
- **Teezer** - Graphic Designer cum UX/UI Designer 2020 - 2021
  - Created print media graphics and designed UX/UI websites for various brands, showcasing a versatile role as a designer.
  - Created UI 3D icons and mockups for branding, utilizing Adobe Creative Suite, including Figma, Adobe XD, Photoshop, and After Effects.

## SKILLS

Figma, HTML/CSS, User Testing, User Research, Prototyping & Wireframe, Adobe Photoshop, Adobe Illustrator, Adobe premiere pro, Blender 3D

## EDUCATION

### B. Tech-IT, Anna University

Nandha Engineering College  
Erode, 2017 - 2020

### Diploma CSE, DOTE

Konghu Velalar Polytechnic  
Erode, 2014 - 2017

### SSLC, State Board

Nanjappa Govt.HR.SEC.School  
Tiruppur, 2013 - 2014