

**Amrutha TS**  
UI/UX Designer  
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## EXECUTIVE SUMMARY

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Results-driven UI/UX Designer with 3+ years creating user-centred designs that integrate research insights and design thinking to enhance user engagement and satisfaction. Experienced in wireframing, prototyping, and high-fidelity designs, with a record of improving customer experience by addressing user needs through iterative testing. Proficient in developing assets like UI libraries, iconography, and illustrations, and skilled in collaborating cross-functionally to drive business outcomes. Seeking to contribute to innovative UK digital products.

## EDUCATION

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**MA in Web Design and Content Planning** **University of Greenwich, London, UK | 2022 - 2023**

Gained hands-on expertise in modules like UX design, web content strategy, content management, and SEO, enhancing my ability to create impactful, user-focused digital experiences. Completed a self-led project, *Caffeine Awareness Tool*, a website designed to help users manage caffeine intake, showcasing my skills in ideation, design, and development for real-world applications.

**Bachelor of Multimedia Communication** **University of Calicut, Kerala, India | 2015 - 2018**

## WORK EXPERIENCE

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**UI/UX Designer** **Fluck Ai | Colchester, UK | May 2024 – Present**

- Designed user-centric interfaces for B2C UK/EU fintech products and B2B SaaS portal in pre-launch phase.
- Conducted user research, creating detailed wireframes and style guides including design library.
- Developed reusable User Interface assets and maintained design consistency across the brand.
- Collaborated with engineering for seamless design implementation and used Jira for task management.

**UI Developer** **Reubro International Pvt Ltd | India | Dec 2020 – July 2022**

- Designed US proptech website UI, increasing usability by 30% through user research.
- Created high-fidelity visual designs for healthtech app, leading user testing for design validation.
- Improved user retention by 25% with data-driven design updates.
- Developed UI assets, icons, typography and illustrations for multiple projects across industries.

**UI /UX Designer** **Technaureus Pvt Ltd | India | Mar 2020 – Nov 2020**

- Designed and developed CRM UI for Odoo integrations, enhancing client satisfaction.
- Created a consistent design system across CRM and custom projects, improving scalability.
- Conducted user research, translating insights into functional, user-friendly designs.
- Collaborated with marketing to boost customer engagement via strategic UI updates.

**Front-End Developer** **SignOn.ai | India | Aug 2019 – Feb 2020**

- Translated design mockups into responsive front-end code using HTML, CSS, Bootstrap, and JavaScript.
- Improved site performance by 20% through optimised code structure and responsive layouts.
- Conducted cross-browser testing to ensure responsiveness across various browsers and screen sizes.
- Collaborated with designers and back-end teams to maintain design consistency and functionality.

- Developed visual assets and mockups enhancing brand identity for diverse clients.
- Managed end-to-end design for multiple projects, meeting client goals.
- Collaborated with cross-functional teams to drive business objectives.
- Implemented design systems, ensuring cohesive visual brand standards.

**Skills**

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**UI/UX Design & Research:** User-Centred Design, Design Thinking, UX Principles, Interaction Design, WCAG 2.0

**Wireframing & Prototyping:** Figma, Sketch, Adobe XD

**Front-End Development:** HTML5, CSS, JavaScript, Bootstrap

**Data-Driven Design:** User Retention Improvement, A/B Testing, Iterative Optimization

**Information Architecture:** User Flow Mapping, Navigation, Content Strategy, User Journey Mapping

**Design System Management:** Component Library, UI Libraries, Consistency Standards

**Other Tools:** Adobe Photoshop, Adobe Invision, Jira, Slack, Adobe Illustrator, Adobe premiere Pro, GitHub,