Jithin Sabu

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EDUCATION

Maynooth University — Maynooth, Dublin
MSc - Design Innovation — *Sep. 2025 – Present*

Govt. Model Engineering College — Kochi, India
Bachelor of Technology in Electronics and Communication Engineering • CGPA: 7.34 — *Aug. 2019 – June 2023*

The Greenhills Public School — Sulthan Bathery, India
Higher Secondary • Percentage: 94.6% — *April. 2017 – March 2019*

Msgr. Raymond Memorial School — Calicut, India
Class 10th • CGPA: 10.0 — *June. 2016 – March 2017*

EXPERIENCE

Design Intern - UI/UX & Branding — Dec 2025 – Present
Plenti — *Remote*

- Developed initial brand identity system including posters, launch announcements & hiring graphics,
- Currently revamping mobile app design by prioritizing UI fixes on existing screens, redesigning core flows like food discovery, ordering, and pickup for better usability and accessibility.

Product Design Intern — April 2025 – Aug 2025
Superr — *Remote*

- Designed user flows and interfaces from the ground up for SuperrBoard and SuperrBook, the company's flagship tools aimed at efficient and innovative learning and teaching for students and teachers.
- Crafted high-fidelity interaction designs and implemented Rive animations to enhance feedback and usability across micro-interactions.
- Collaborated closely with the engineering team to translate design prototypes into responsive, production-ready UI with focus on motion, clarity, and simplicity.

Video Editor — July 2023 – April 2025
marketfeed. — *Bengaluru, India*

- Designed and produced a comprehensive product onboarding video that reduced user friction and eliminated dependency on bi-weekly webinars, resulting in accelerated user acquisition and self-onboarding.
- Led the visual design for marketfeed e-League platform, creating an intuitive tournament format and cohesive brand identity that improved participant engagement and streamlined the 2v2 FIFA tournament experience.
- Optimized content experience across multiple social media platforms (Instagram, YouTube) by conducting internal and external user research and implementing data-driven design decisions, leading to significant growth in user engagement and retention.

POSITIONS OF RESPONSIBILITY

Creatives Manager — June 2022 – July 2023
Excel MEC 2022 — *Kochi, India*

- Led the design strategy and creative direction for Excel 2022, the techno-managerial fest of Govt. Model Engineering College, implementing a comprehensive design system that enhanced event visibility and user experience while managing a cross-functional team of 20 designers, video editors and videographers.
- Designed and executed the fest's brand identity system, including merchandise and official T-shirts, resulting in increased brand recognition and stronger connection with the student community.

SKILLS

Tools: Figma, Rive, Adobe Photoshop, Adobe Illustrator, Framer, Final Cut Pro, Adobe After Effects
Design: Sketching, Wireframing, Prototyping, Interaction Design, UI Design, Mobile Design, Web Design
Programming: HTML, CSS, React