

# KEERTHANA S

## UX/UI DESIGNER

### CONTACT

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LINKS: [in](#) [Bē](#) [✕](#)

### SKILLS

- User Research
- Usability Testing
- Figma, Photoshop**
- Sketch, Wireframing, Prototyping
- Interaction Design
- Information Architecture
- Visual Design, UI Development
- HTML, CSS
- Data Analysis, MS OFFICE
- Cross-functional Collaboration
- Team Leadership
- Design Fundamentals (Layout, Typography, Color Theory)

### EDUCATION

#### B. TECH – INFORMATION TECHNOLOGY

Anna University | Affiliated to SSM College of Engineering

2018–2022 | CGPA – **82%**

#### HSC | Government Gr. Hr. Sec. School

Major – Computer Science

2017–2018 | CGPA – **69%**

#### SSLC | Government Gr. Hr. Sec. School

2015–2016 | CGPA – **89%**

### CERTIFICATIONS

- DIGITAL SKILL UX - ACCENTURE**
- UX UI MASTERY - WEBALL**
- PYTHON - GUVI**

### LANGUAGES KNOWN

English , Tamil & Kannada

### PROFILE

Innovative and detail-oriented UI/UX Designer with strong problem-solving skills, seeking a challenging role to contribute to impactful design solutions while continuously enhancing technical expertise.

### PROJECTS

#### Taxo Booking App UI Design

Tools - Figma [✕](#)

- Designed a user-centric interface for booking taxis and tracking rides with ease.
- Integrated rental package selection and real-time payment options to streamline the experience

#### Ninza Trading Indicator UI UX Design

Tools - Figma [✕](#)

- Developed an intuitive dashboard featuring trading insights, books, and blogs.
- Simplified user workflows to enhance engagement and usability.

#### Responsive Branding Animation Slider

Tools - Figma [✕](#)

- Created visually appealing animated sliders using Photoshop for dynamic branding.
- Ensured cross-platform responsiveness and enhanced user interaction.

#### Scent Store | Mobile App

Tools - Figma [✕](#)

- Designed a shopping app for perfumes with user-friendly navigation and purchasing features using Figma.
- Improved customer satisfaction by refining user flows and implementing high-fidelity designs.

#### Redesigned Websites

Tools - Photoshop &Figma

**Nimesa Website Redesign:** Revamped the original site into an intuitive and conversion-focused landing page, optimizing user navigation and interaction.

**Modlix AI Website Redesign:** Redesigned into a modern landing page with improved responsiveness and user flow, enhancing engagement across devices.

#### Work Productivity App UI

Tools - Figma [✕](#)

The Remote Work Productivity App helps remote workers manage tasks, track progress, and stay focused with features like timers, task overviews, and project management tools.

### WORK EXPERIENCE

#### MCA, Registrar of Companies via Sri Lakshmi Enterprises

##### Accounting Operator

**OCT '22 – Present**

- Processed payroll for government, outsourced, and contracted employees, ensuring timely and accurate salary credits and prepared and managed monthly financial reports and quarterly statements with 100% accuracy.
- Handled vendor invoicing and payments, streamlining the financial workflow and managed email communications, ensuring timely responses and organized record-keeping and
- Proficient in MS Excel and MS Office, utilizing advanced data analysis, spreadsheet management, and reporting to optimize processes and improve efficiency.