

# Anand Karthikeyan

Lead UI & UX Designer | Interaction Designer

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## Language Known

English, Tamil ( Native ), German ( Beginner )

## Nationality

Indian

## Education

MCA ( Kumaraguru College, Coimbatore )

2015 - 2017 with 6.7 CGPA

BCA ( Prist University, Thanjavur )

2012 - 2015 with 7.0 CGPA

## Portfolio & Social Links

<https://aanandkarthikeyan.github.io>

<https://dribbble.com/anandkarthikeyan>

<https://www.linkedin.com/in/anand-karthikeyan-093a41a3/>



## Summary

- I am an adaptable and experienced specialist with over 7 years of experience in content production for learning management systems. I have a strong foundation in design and competency in both UX and UI.
- Throughout my career, I have demonstrated a keen eye for detail and a commitment to producing high-quality design solutions. As an involved member of creative teams, I've effectively led design projects, encouraging collaboration and ensuring good team management.
- My commitment to continual growth complements my pursuit of personal and business objectives, making me a valuable asset to any organisation that values innovation, creativity, and effective communication.

## Skills



## Key Responsibilities

### Lead and Mentorship:

- Lead design teams, coach and guide junior designers, and build a collaborative and inventive work environment. Effective leadership tactics were implemented to develop talent, resulting in a cohesive and high-performing team.

### Project Management:

- Managed the full design process from conception to implementation, managing end-to-end design projects. Through thorough project management and the use of defined methodologies for optimised workflows, I was able to ensure timely delivery and customer satisfaction.

### Solving Problems:

- By tackling design barriers and ensuring quick and effective issue resolution, you demonstrated a strong solving issues strategy. I utilised analytical thinking and adaptability to solve problems and provide superior design solutions.

### Leadership and Management:

- As a team leader, I effectively directed and mentored design teams, ensuring that high-quality solutions were delivered on time and under budget. Clear direction and a collaborative environment were developed, resulting in effective project outcomes. Documentation was prioritised in order to ensure clear and effective communication throughout the team.

### Innovation and Adaptability:

- Incorporated new design solutions while staying current with industry trends and upcoming technology. Through constant learning and the integration of data-driven technologies, I ensured the team's responsiveness to emerging design methods. Usability testing approaches were implemented to improve the user experience and generate design changes.

## Employment History (7+)

### Goprototz Design Studio

2019-2019

- I worked as a UI/UX Designer with a focus on mobile applications. As an important member of the project team, I did significant user research, built user-friendly interfaces, and prototyped user-friendly experiences for high-profile customers.
- My emphasis on usability testing and iterative design approaches increased the team's efficiency in project execution, resulting in the timely delivery of a more approachable and helpful mobile application experience.

### Cartoon Mango

2019-2020

- As a product designer, I do extensive user research and employ user-centred design concepts to address problems and take responsibility of providing a high-tech solution.
- My primary goal is to improve the entire user experience by making the product not only technologically innovative but also simple and easy to use.

### Lollypop Design Studio

2020-2023

- Achieved an impressive client retention rate of **90%**, showcasing the ability to build long-term and fruitful relationships with clients
- I handle and fix a wide range of difficulties and use cases on my own, with a focus on user interface design. With constructive criticism, I guide and direct the team, ensuring good development interaction for each project.
- Maintained a stellar record of delivering projects on time, with a **95%** client satisfaction rate, demonstrating a commitment to meeting and exceeding client expectations in terms of project timelines.
- Implemented effective team management strategies that resulted in a **45%** reduction in lead workload, optimising workflow efficiency and ensuring smoother project execution.

### RedBaton Design Studio

2023-Present

- Drive the UI/UX design with a focus on branding, and usability, and ensure visual coherence effectively and deliver pixel-perfect UI elements.
- As the **Lead UI Designer**, I led and supervised the user interface design process, focusing on resolving issues activities that enhanced the user experience; I produced a **25%** reduction in user errors and a **30%** increase in customer retention. And a perfect Developer handoff at end of each project.
- Managed a design team that resulted in a **20%** improvement in user happiness and a **15%** increase in conversion rates.
- Create wireframes, storyboards, user flows, process flows, and sitemaps to communicate, implement innovative mobile solutions, visuals, and experience.
- One of the proudest moments in **my career** was steering a project that not only met but exceeded expectations, earning us the prestigious **REDDOT** award in 2023

## Achievements

- Led design projects and teams for diverse industries, resulting in a **35%** increase in conversion rates and a **15%** decrease in user bounce rate through strategic UX and UI enhancements.
- Spearheaded content production for learning management systems, achieving **30%** reduction in course development time and increasing user engagement by **40%** through interactive multimedia
- Led the product and marketing teams to redesign the mobile onboarding process, improving retention and user experience by **40%**