



LAKSHME ANANTHARAM

LEAD UX DESIGNER

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Work Experience

Lead UX Designer, at WizKlub Learning

July 2020 - Present

- Leading a team of visual designers while individually contributing in collaboration with our key stakeholders to envision, define, document and seek visual design experiences.
- Understand & incorporate the organization's brand strategy & conceptualize ideas through creative visualizations, test ideas, analyse usability, present demonstrations and synthesize feedbacks.
- While working on multiple projects in parallel, handling responsibilities for creation & delivery of all aspects of visual designs by the team.
- Redesigned the company's website with improved structure, additional features & numerous elaborated layouts to create a better user experience.
- Worked on several dashboard wireframes for users like student, instructor, admin and other internal stakeholders.
- Additionally, worked on several marketing creatives such as visual graphics, video editing, animations and 3D modeling in order to attract the target audience for business growth.

About Me

- Mission-driven and collaborative UI/UX designer who loves tackling design challenges & provide finest solutions by leveraging creativity & team work.
- Excellent analytical and conceptual thinker who translates user needs, business objectives and technology capabilities into innovative design.

Education



Dec 2020 - Jun 2020

UI/UX Design

Image Creative Education



May 2019 - Nov 2019

Graphic Design

Image Creative Education



2014 - 2017

B.E. in ECE

New Horizon College of Engg.

Tools

Adobe XD



Adobe Illustrator



Adobe Photoshop



Adobe After Effects



Adobe Premiere Pro



Adobe Animate



Canva



AWS Sumerian



My Expertise



Wireframes & Prototypes



Mobile App Design



Marketing Creatives



Logo Design & Brand Identities



Icons & Illustrations



Banners & Hoardings



Video Editing



Animation

Coding Languages

