

NITHISH RAJA KARUPPIAH LOGANATHAN

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UI/UX Designer with **5+ years** of experience crafting **user-centric**, visually compelling designs across **web** and **mobile platforms**. Skilled in **user research**, **wireframing**, and **prototyping**, using **data-driven insights** to optimize user experiences and streamline workflows. Seeking **co-op/full-time opportunities** to deliver **innovative design solutions** and create impactful results.

EDUCATION:

MS. in Data Science - Michigan Technological University, Houghton, Michigan, USA *Aug 2023 - Apr 2025*
(GPA : 3.66/ 4.0)

BE. in Computer Science - Sri Sairam Engg College (Anna University), Chennai, India *Jun 2019 - May 2023*
(GPA : 3.64/ 4.0)

PROFESSIONAL EXPERIENCE:

Web Content Manager - Michigan Technological University, Houghton, Michigan. *(Sept 2023 - Present)*

- Redesigned the university's website, blogs, and microsites to create cohesive, user-friendly interfaces, enhancing brand consistency and user experience.
- Improved UI/UX workflows with responsive layouts and intuitive designs, leading to a 20% increase in organic traffic and a 40% rise in session durations.
- Optimized website accessibility and performance using HTML, CSS, and CMS tools, reducing bounce rates by 30% while ensuring compliance with accessibility standards.
- Leveraged analytics to identify and revamp underperforming pages, driving higher user engagement and satisfaction.

Web Master - Indian Students Association, MTU, Houghton, Michigan. *(Oct 2023 - Nov 2024)*

- Redesigned and developed the ISA website from scratch, aligning designs with organizational goals and identity.
- Streamlined design workflows using Figma for cohesive layouts and efficient handoffs.
- Boosted organic traffic by 60% through targeted SEO strategies and improved online visibility.
- Enhanced site accessibility and engagement by optimizing content structure and navigation.

R&D Design Engineer - Sairam Techno Incubator Foundation, Chennai, India. *(Mar 2022 - Aug 2023)*

1. Project - Madrasda - A Merchandise Website **(Role: Team Lead) (Team of 12)**

- Led the design and development of the UI/UX workflow using Figma and Adobe XD, crafting an intuitive and brand-aligned e-commerce experience for a \$1 million project.
- Built responsive layouts and interactive prototypes with 100% cross-device compatibility.
- Collaborated with developers to integrate scalable design elements, ensuring 100% alignment with technical architecture.
- Conducted usability testing with 100 participants, reducing task completion times by 30% and achieving 95% satisfaction scores.

2. Project - AI-Powered Event Photo Sharing and Delivery Platform **(Role: UI/UX Designer) (Team of 6)**

- Designed an AI-driven interface for automated photo tagging and categorization, achieving 87% accuracy during internal testing.
- Optimized navigation systems, reducing photo retrieval times to under 10 seconds and improving user effort efficiency by 40%.
- Created a cohesive design aligned with branding, receiving a 95% approval rating from stakeholders and beta users.
- Collaborated with developers to integrate scalable design elements, ensuring seamless implementation of AI-powered features.

3. Website - Sairam Techno Incubator **(Role: Design Lead) (Team of 4)**

- Led the redesign of the organization's website, incorporating modern color schemes, simplified layouts, and accessible navigation structures using Figma and Adobe XD.
- Enhanced usability and responsiveness, achieving a 50% increase in session duration and a 35% boost in traffic to key pages.
- Restructured the content hierarchy to optimize user flow, reducing bounce rates by 25% and improving engagement metrics.
- Delivered a consistent cross-platform experience, ensuring seamless functionality across devices.

- 1. Project - University Internship and Events Management Portal (Role: Design Lead) (Team of 18)**
 - Designed and implemented a UI/UX framework using Figma and Adobe XD, supporting over 10,000 potential student and administrator interactions monthly.
 - Streamlined navigation flows, reducing average task completion times by 20% during internal usability testing.
 - Collaborated with developers to optimize accessibility, achieving compliance with WCAG standards and ensuring functionality across 95% of tested devices.
 - Conducted usability testing with 50 pilot users, achieving 90% satisfaction ratings for design clarity and ease of use.
- 2. Project - QuesPool - Interactive quiz platform (Role: Design Lead) (Team of 8)**
 - Designed engaging and interactive UI/UX for quizzes, polls, and competitions, leveraging gamification principles to enhance user engagement.
 - Developed intuitive navigation and optimized layouts, enabling task completion within 20% less time during usability testing.
 - Increased interaction rates by 30% through structured workflows and user-friendly interface elements tailored for classrooms and event use.
- 3. Website - International Conference Website (IEEE) (Role: Team Lead) (Team of 6)**
 - Designed and structured the website for an international IEEE conference, incorporating WCAG 2.1 accessibility standards and responsive design principles.
 - Improved user engagement metrics by 30% through intuitive navigation and well-structured content hierarchy.
 - Managed digital promotion strategies to align with global branding, increasing international participation by 20%.
- 4. Project - Marutham - Crop Selection & Yield Optimizer App (Role: Team Lead) (Team of 6)**
 - Designed a minimalist, intuitive UI for a farmer-focused app using Figma, prioritizing simplicity for non-technical users.
 - Conducted user research and iterative prototyping, improving workflow efficiency by 35% and reducing user onboarding time.
 - Delivered a responsive design compatible across devices, ensuring inclusivity and accessibility for rural audiences.

OTHER PROJECT EXPERIENCE:

- 1. Project - Health Harbour- Integrated Wellness Platform (Role: Design Lead) (Team of 42)**
 - Designed the platform's visual identity and branding, ensuring a seamless user experience for a wellness-focused audience.
 - Developed UI/UX workflows for key features like the Calorie Tracker and Mental Health Chatbot, contributing to a 20% increase in user satisfaction during prototype testing.
 - Optimized the Calorie Tracker feature, increasing usability and interaction rates by 30% through user feedback and iterative improvements.
 - Collaborated with cross-functional teams, aligning design goals with business strategies, supporting a projected \$2.1 million in first-year revenue.
- 2. Event - Synsara (Tech Fest of Sairam Institutions) (Role: Team Lead) (Team of 9)**
 - Directed a team to create digital branding assets, including logos, social media campaigns, and a responsive event website that supported 1,200+ registrations.
 - Designed the UI/UX framework for the website, reducing bounce rates by 25% and ensuring a seamless registration process.
 - Increased engagement across social media platforms by 40% through cohesive branding and targeted digital campaigns.
 - Created reusable branding guidelines, which continue to serve as a framework for future events.
- 3. Website - Integrated Rural Development Program (Team of 11)**
 - Redesigned and developed the official website for a rural development and academic outreach initiative, achieving a 25% improvement in user task efficiency during internal testing.
 - Enhanced accessibility with a simple, navigable design, SEO strategies, and optimized load times, reducing average page load time by 40% for low-bandwidth regions.
 - Built a CMS-based backend with customizable workflows, enabling contributors to reduce content update times by 30%.

- Structured the platform to showcase activities and events, increasing stakeholder engagement metrics by 20% through transparent and consistent updates.

4. Project - StockAtlas - Inventory Management Portal - Sairam Institutions (Team of 5)

- Designed and developed a comprehensive UI/UX workflow for an inventory management portal, simplifying operational tasks for Sairam Institutions.
- Created interactive wireframes and high-fidelity prototypes in Figma, streamlining workflows for booking halls, managing inventory in labs, and other facilities.
- Improved usability with intuitive navigation and clear visual hierarchies, achieving a 25% increase in user satisfaction and a 20% boost in task efficiency during testing.
- Collaborated with developers and stakeholders to align design with functional requirements, delivering a scalable, responsive solution optimized for diverse devices and user needs.

SKILLS:

Design Software: Figma, Sketch, Adobe Suite (Illustrator, Photoshop, XD), Canva, InVision

Development Knowledge: HTML, CSS, JavaScript (ES6+), ReactJS

Core Skills: Wireframing, Prototyping, Interaction Design, Usability Testing, A/B Testing, Scalable Design Systems, Visual Identity, User Flows, Information Architecture, Animation, Microinteractions

Collaboration & Workflow: Agile, Product Management, JIRA, Miro, FigJam

Additional Skills: Accessibility (WCAG Compliance), End-to-End Experience Design, Motion Graphics & VFX