

LAW OF MEANINGFULNESS



LAW OF CLOSURE

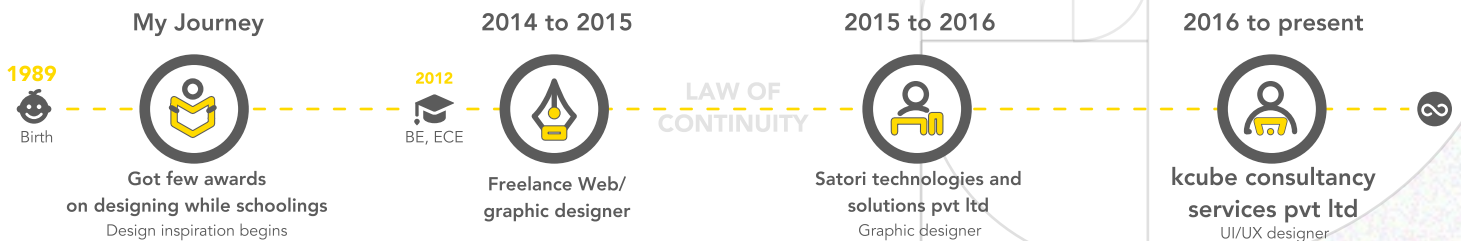
CLIENT SIDE

CREATIVE SIDE

Yes, thats me, **Koteeswaran, UX Designer** from **India**,
I would really like to know before i do, Who are the **people?** What are their **traits**, their **personalities?** What are their **backgrounds**, **needs**, **aspirations**, and **emotions?**
Finally **enchanted** and **strategically** plan my designs to deliver.

LAW OF COMMON REGION

LONG STORY SHORT



LAW OF PROXIMITY

AWARDS AND RECOGNITIONS



Interaction Design Foundation

- Certified in - **Gestalt Psychology and Web Design:**
The Ultimate Guide
- Certified in - Information Visualization:
Getting **Dashboards** Right
- Certified in - **Mobile User Experience**
(UX) Design



Anna University Guindy

Honoured to serve as a judge in designing competition conducted by Anna University.

LAW OF PROXIMITY

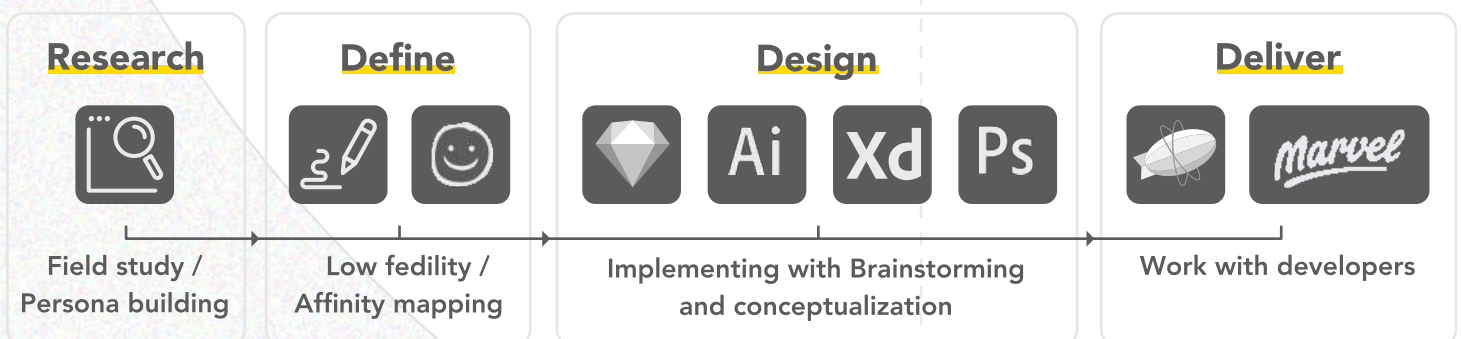
WHAT I DO

- I spend more time on how to execute, facilitate and analyze research and data before design.
- Reliable cognition in decorative and informative design.
- Learning from mistakes and trying to adopt fast fail approach.

TOOLKIT

- Sketch, AdobeXD
Illustrator and Photoshop

MY UX PROCESS



LAW OF GROUPING

ASYMMETRIC

SKILLS

