

jeffrey jacob

ui/ux designer • graphic designer

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education

IIITDM Kancheepuram, Chennai

B.Tech + M.Tech Computer Engineering
2015-20

skillset

Design

UX Design
UI/Visual Design
Design Thinking
Prototyping
Branding & Identity

Tools

Adobe Creative Suite
Figma
Sketch
Invision

Development

HTML + CSS
Javascript
Python

languages

English, Malayalam, Hindi & Tamil

volunteer experience

Startup Sandbox Program | Volunteer

MaDeIT Innovation Foundation
December 2019

Samgatha 2019 | Head of Design

IIITDM Kancheepuram
October 2018 - March 2019

Graphic Design Club | Secretary

IIITDM Kancheepuram
July 2018 - May 2019

Alumni Affairs | Graphic Designer

IIITDM Kancheepuram
January 2018 - February 2018

Placement Cell | Graphic Designer

IIITDM Kancheepuram
July 2017 - October 2017

Web Team | Coordinator (Design)

IIITDM Kancheepuram
September 2016 - November 2016

work experience

Tech Mahindra | UI/UX Design Intern

Chennai, Tamil Nadu - May 2019 - October 2019

Worked with the UX Management team to conduct expert reviews for various B2B clients. Learnt to identify critical usability issues across sites, use rapid prototyping to test out multiple solutions and prepare questionnaires for user interviews. Areas of focus involved web usability, information architecture, secondary research, visual design and development.

Yellow Branding and Digital Marketing Agency | Graphic Design Intern

Mumbai, Maharashtra - May 2018 - July 2018

Worked with the creative team on branding and social media projects for a diverse set of clients. This internship provided me with a chance to work on a variety of projects including animation videos, sales presentations and UI redesigns.

Agility E-Services Pvt. Ltd. | UI/UX Design Intern

Hyderabad, Telangana - December 2017

Worked under the guidance of the UI/UX team at Agility to design wireframes for various dashboard mockups and a landing page for one of the enterprise products offered by the company.

selected projects

Curiosity-Driven Exploration App | AR Product Design & Development

My thesis project at IIITDM Kancheepuram revolved around designing an user experience for an AR application intended for mobile and tablet devices. The intention behind this effort is to aid visitors to explore a site by leveraging upon their natural curiosity triggers.

Hotstar | UX Case Study

An exploratory study to understand the usage and behaviours regarding video streaming in India. Conducted a contextual inquiry to validate and understand the scope of improvement for Hotstar towards the 20-30's age range of users and produced a prototype of their desktop website and player based on these findings.

Transfara | Webpage UI

Transfara is an enterprise platform which provides tools to business users to automate business processes on the fly. Done during my internship at Agility E-Services, the task was to create a brand new look for the Transfara website with a functional user interface and an eye-catching design.

Shroffleón | Webpage UI

Shroffleón is a Mumbai based architecture, landscape and interior design studio that specializes in creating bespoke solutions for unique and novel experiences. This project proved to be an exercise in minimalism - to let the client's work speak for itself and to showcase the company's philosophy through the spare space, composition and limited color palette.

Ground Zero - Unplug To Connect | Digital Illustration, Graphic Design

The Ground Zero Lab at IIITDM Kancheepuram is a workspace meant for people who want to collaborate creatively and connect on similar ideas. The concept behind this project was to distil the iterative process of design thinking into a banner.

36 Days of Type | Typography, Graphic Design

36 Days of Type is an annual project that invites artists all over the world to design a letter or a number everyday. What started as a fun activity quickly turned into an exploration of the power of typography and the universal nature of design.