



POORNIMA MAHENDRAN

Senior UI Designer

ABOUT ME

As an accomplished Designer, I have an exceptional background of providing superior creative design concepts. Act as the user representative and ensures that the interfaces designed are usable, simple, functional and attractive. I have a passion for the work and a desire for excellence which inspires the team. While achieving considerable exposure working with senior level executives.

WORK EXPERIENCE

2016 - Present SENIOR UI DESIGNER - JUSTBOOTUP

- Create initiative to define interaction design's deliverables and placement in the overall requirements to design process.
 - Produce wireframes, task flows, and UI specifications for designs to assist with business socialization and approval, in addition to development & testing.
 - Assist product management in capturing and refining business requirements and work to translate them into designs & user interactions.
 - Created low & high fidelity interactive prototypes.
- Worked in collaboration with a group of developers.

2014 - 2016 USER EXPERIENCE ENGINEER - WEBWINGS

- Have extensive android development experience with a good sense of mobile/tablet application UI.
- Designing & developing websites using HTML, CSS. I understand the value of continually optimizing the design and code of web application flexibility.
- Expert knowledge of the user interface design process and deliverables throughout the development lifecycle including requirements refinement, task flows, storyboards, wireframes, screenshots, high-fidelity prototypes.
- Mentor other designers through sharing of knowledge & experience.

2012 - 2014 JUNIOR SOFTWARE ENGINEER - META CONCEPTS

- Working knowledge in android development using android studio.
- Familiar in basic XML layout design from scratch, including defining the root element, specifying parameters.
- Basic knowledge in coding simple user interface for consulting different XML layout screens.
- Working knowledge in testing the product and analysis of the same.

SCHOLASTIC CREDENTIALS

2008 - 2012 TEJAA SHAKTHI INSTITUTE OF TECH FOR WOMEN
B.E - Electronics and Communication

2007 - 2008 MARIYAMMAL GIRLS HR SECONDARY SCHOOL
Higher Secondary Certificate

AWARDS

PAPER PRESENTATION Won second price in paper presentation conducted at Mahendra Engineering College For Women.

TAMIL DEBATE Won second price in Tamil Debate conducted in our college cultural event.

PROJECTS

VIVAHALIVE

Vivahalive is a live wedding webcasting and streaming service. It's pictures your wedding proceedings and streams it LIVE on an exclusive wedding website and Facebook. We freeze the happy moments at the wedding and deliver it to you in a way that you will love to treasure it for your life.

AMAZING APVENTURE

Amazing AppVenture is a game which were developed in Android platform for both android and iOS. Both the games are something like "Treasure Hunt" games in which questions will be displayed in the screen and the user have to read the question and have to answer. The answer for the question will be a photo, video, written answer or scanning a QR code. The both games can have unlimited teams to play and location of the each team can able to see the current location of the other teams in their respective devices using the Google Map. The main objective of the two games is to fully make fun between the teams who plays the game.

LANGUAGES

Tamil	★ ★ ★ ★ ★
English	★ ★ ★ ★ ★
Malayalam	★ ★ ★ ★ ★

PROFICIENCY

Photoshop	<div><div></div></div>
Illustrator	<div><div></div></div>
Sketch	<div><div></div></div>
InDesign	<div><div></div></div>
InVision	<div><div></div></div>
HTML/CSS	<div><div></div></div>

INTERESTS



CONTACT ME

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