

# Pratheep Kumar Chelladurai

PERSONALITY: ISFP-T

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## EXPERIENCE



### UX Designer

Qube Cinema Technologies, Chennai

Jun 2017 - Present (2.5 Years)\*

Revamped existing products to improve user engagement;  
Built Design System for the B2B products ecosystem; Designed the user experience for an analytics component for generating insights to be used by movie distributors and theatre owners



### UX/UI Design Internship

Qube Cinema Technologies, Chennai

Jan 2017 - Mar 2017 (3 Months)

Ideated and designed single sign-on flow for Qube's B2C products; Made multiple customisable animated greetings templates (rendered in HTML5) to be run on cinema screens; Made interaction animations, icons and illustrations

## EDUCATION



### B.Tech Information Technology

SSN College of Engineering, Chennai

Jun 2013 - Apr 2017 (4 Years)

Final Year Project: Speech interface for developing HTML based website. Designed the official website for SSN Instincts (Cultural Program) which was used by 1000s of students in and around Tamil Nadu province.

## CERTIFICATIONS



### Summer School

Copenhagen Institute of Interaction Design

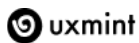
Dec 2018 (3 Weeks)

## RECOGNITIONS

### Spot Award for Design Excellence (2x)

Qube Cinema Town Hall

Aug 2019 & Feb 2020



### UX Design Certification

UX Mint Design Academy, Chennai

Jan 2018 - Jun 2018 (6 Months)

### Best Implementation Award

32 Hours Startup Challenge by SSN Lakshya

Jul 2016

## COMMUNITIES



### Club Lead and Volunteer

SSN Design Club

2016 - 2017 (1 Year)



### Volunteer

Sri Jayendra School Interact Club

2011 - 2012 (1 Year)

## SKILLS & TOOLS

### Research • Design • Development

Contextual Research, Empathy Mapping, Information Architecture, Card Sorting, Rapid Prototyping, Heuristic Evaluation, Wireframing, Data Visualization, Design Documentation, Interactive Prototyping, HTML, CSS, JavaScript

### Tools

Miro, Whimsical, Figma, Sketch, Adobe Creative Suite, Principle, Invision, Blender, Webflow, Abstract, Airtable