

# ROSHAN A

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## EDUCATION

### SNS College of Technology

B.E CSE (CGPA: 7.95 out of 10)

Coimbatore, Tamil Nadu, India

2022-Current

### Lisieux Matric Higher Secondary School

HSC (12 TH) (74%)

Coimbatore, Tamil Nadu, India

2022

### Lisieux Matric Higher Secondary School

SSLC (10 TH) (75%)

Coimbatore, Tamil Nadu, India

2020

## WORK EXPERIENCE

### UI/UX DESIGN Intern

*Lead Pro Infotech Pvt Ltd ,Coimbatore*

UI/UX Designer

FEB 2023-APR 2023

- Designed user-friendly interfaces for a fruit and vegetable grading app, increasing test usability scores by 30%.
- Conducted market analysis and user interviews leading to 3 new feature recommendations that improved prototype engagement by 25% in user testing.
- Built interactive prototypes, wireframes, and visual systems in Figma and Adobe XD.
- Collaborated with developers and project managers, ensuring pixel-perfect implementation across platforms.

## PROJECTS

### Gradify – Fruit & Vegetable Grading App

*Figma Prototype Link*

- Designed a mobile application that visually evaluates produce quality, resulting in a 35% improvement in test-user task accuracy during usability testing.
- Decreased navigation time by 40% through optimized UI pathways and consistent iconography.

Tools: Figma, Adobe XD, Illustrator

### Farm To Market

*Figma Prototype Link*

- Built a high-fidelity prototype connecting 50+ farmers to potential buyers, aiming to reduce middlemen and improve transparency.
- Applied user-centered design principles to improve task completion speed by 20%.
- Reduced average user journey steps from 8 to 5 by restructuring navigation and simplifying visual hierarchy.

Tools: Figma, Adobe XD, Illustrator

### Logo Branding

*Behance Link*

- Created visual identity systems, logos, and cinematic motion graphics for personal branding and digital content creation also , increasing client engagement on digital platforms by up to 60% .
- Delivered branding assets with 100% positive client feedback across mentors with brand identity kits and mockups. Tools: Photoshop, Illustrator, After Effects

## SKILLS

**Programming Languages:** HTML,CSS,python.

**UI/UX Expertise:** Wireframing, Prototyping, Visual Design, Interaction Design, User Research , Branding.

**Design & Prototyping Tools::** Figma, Adobe XD, Photoshop, Illustrator, After Effects, Premiere Pro.

**Core Competencies:** Design Thinking, User Research (Basic), Human-Computer Interaction.

**Soft Skills :** Cross-functional collaboration, Clear stakeholder communication, Deadline-driven execution

**Additional Tools:** Basic Blender, Git,VS Code.

## CERTIFICATION

**UI/UX Design Course:** Lead Pro Infotech Pvt Ltd.

**User Experience Design :** Accenture via Future Learn .

**Big Data Analytics Workshop :** NIT 2024

**Ideathon 2024 :** Saveetha College.