

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.