



RUTHIRAN B

Product designer

Hello! I'm a Digital Product Designer with 2 years experience crafting mobile and native experiences for Saas products. I love designing products which solves complex problems and makes a meaningful impact on people and businesses.

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SKILLS

Product Design

User research

Wireframes and prototyping

User Interface design

Interaction design

TOOLS

Sketch, Principle, Photoshop, Illustrator, After effects

EXPERIENCE

Zoho Corporation

Jul 2016 - Present (2 Years)

- Integrated CRM features like Process automation, Approval process, Telephony, Caller ID, Card scanner integration, Global search, Multiple accounts support, Related emails into CRM mobile platform.
- CRM and Projects mac app - Worked on creating a light weight mac app with the native functionalities.
- Designed calendar module, widgets and Connect app(Forums) integration for mac Mail app.

EDUCATION

UXMINT Design Research Academy

User Experience Design

- Design thinking, UX research methods and design psychology. Worked on a real project which involved conducting stakeholder interviews, user research, using affinity diagrams, deriving user groups, creating personas, ideation, information architecture, prototyping, conducting heuristic evaluations, usability testing, formulating business model for the product.

Project presentation

SSN College of Engineering

ECE, 2012 - 2016

- Head of design team - Organized the first design meetup from SSN designer's club under ACM Student chapter.