Hariharane
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UX / UI Designer | Visual Designer

Summary

A detail-oriented and passionate interaction designer with the ability to create innovative and thoughtful user experience through design. Over 9 years of experience in developing customer focused product designs. Proficient at translating ideas into interactive design prototypes and skilled at communicating design ideas to stakeholders.

Skills

Technical Skills

Figma
Sketch
Invision
Marvel
Miro
Adobe photoshop
Adobe illustrator
Adobe Indesign
Adobe after effects
Adobe premier
Adobe XD
Affinity Designer
Adobe acrobat pro
Avid media composer
Blender

UX / UI Skills

Affinity diagram
Empathy map canvas
Lean survey canvas
SWOT Analysis
Competitive audit
Value proposition
Hypothesis Statement
Heuristic Evaluation
Storyboard
User persona
User journey Map
User flow
Card sorting analysis
Crazy eight sketching
Mood board
Atomic design
Low fidelity sketches
Mid fidelity prototype
High fidelity prototype
Usability testing

Experience

Freelancer - UI / UX Designer   October 2020 - Present

- Achieved 25% increase in user satisfaction and 20% increase in conversions through the creation of interactively tested, data-driven and user-centered design for a financial company in Paris.

- Collaborated with product analysts to evaluate quantitative and qualitative data to derive key user insights for developing customer focused workflow.

- Designed logos, branding, user experience designs for several brands through market research and user feedback analysis.

- Conducted secondary research and created sketches, personas, user flows, scenarios, wireframes and high fidelity screen designs.Produced brand style guides for businesses to ensure brand consistency and contribute towards singular brand image.

Marina sea food SARL - UI / Product designer

April 2016 - September 2020

- Worked closely with the team to design products to drive demand and new customer acquisition which provided significant monthly growth in sales.

- Spearheaded small design team to redefine the brand and explore multiple concepts to elevate the design of the system.

- Collaborated with product managers, business partners and engineers to help define product requirements and road map.

- Designed wireframes and created visual design for a website promoting internal projects. Prototyped and defined interaction journeys for the web platform

Freelancer - Interaction Designer, Prototyping

January 2015 - March 2016

- Gathered business requirements and design phases of multiple projects, including user and competitive research, wireframing, visual design, branding and standardized brand assets for marketing.

- Produced interface design,interaction design and infographic designs. Created numerous prototypes of varying fidelity to test assumptions and concepts.

- Researched and identified problems through stakeholder talks and user research in the complex industry of advertising. Designed and validated workflows and interfaces through iterations. Collaborated with multiple teams to drive alignments.

- Devised responsive strategy and UX design to handle dynamic content. Optimised design for mobile device compatibility.

EDUCATION

● **UI / UX Designer**   2021

IRON HACK (Bootcamp), Paris, France

● **MBA (Masters in Business Administration)**   2011-2013

Sree Bodhi Academy Of Higher Education, Pondicherry, India.

● **Diploma In Animation (Arena Animation International Programming)**   2010 - 2011

Arena Animation, Pondicherry, India.

Star Digital Prints - UI/ Visual graphic designer

October 2012 - December 2014

● Created a mobile app prototype through ideation, sketching and wireframing.

● Involved in defining product strategy, created wireframes and interactive mid fidelity sketches and high fidelity designs, cafe and diary testing.

● Designed experience style guide - a resource for both designers and engineers. These design guides helped the brand look more consistent and streamlined.

● Researched, designed, and prototyped a more approachable and valuable experience for an e-commerce application including mobile designs.

● Created design strategies across branding and product design. Refined design directions and finalized design details for Blackberry Z10 launch in Dubai. Lead the planning and structuring of deliverables.

● Designed graphics, illustrations and design layout to produce pilot catalogue for Emirates Boeing 747.

Integra Software Solution Ltd - E-marketing & Communication Infographic Designer

October 2012 - December 2014

● Designed weekly email promotions sent to over 500,000 users and redesigned ads for various platforms.

● Created UI that allows advertisers to expand beyond their targeted user interest to drive higher conversions with lower cost. Made it easier for advertisers to create audience look-alikes by streamlining the UI, thereby increasing revenue.

● Collaborated with developers and managed a wide variety of cross media projects involving branding, illustrations & UI design for startups and e-publishing companies.

● Involved in defining product strategy, created wireframes and interactive prototypes and concept and usability testing.

● Discovered and leveraged customer insights to create a better shopping experience in e-commerce web applications.

Acrospire Graphique World - Graphic designer

February 2011 - May 2011

● Created corporate brands by designing cohesive visual styles across elements such as logos and letterheads.

● Conceptualized and designed icons, logos, title cards and flex designs for business and startups.

● Designed trade show banners and signage projects from concept to delivery.