



Karvannan V

With over 6 years of experience, including 2.5+ years as a UX/UI Designer, I specialize in creating intuitive websites, mobile apps, and dashboards. My previous roles in market research and process execution have enhanced my skills in user research and competitive analysis, helping me design effective and engaging digital experiences.

EXPERIENCE

UX/UI Designer, Magenta mobility

2023 August - Present, Bangalore

- **Redesigned** the company’s website, improving user flows and increasing engagement rates by **20%**.
- **Designed** and launched an Asset fleet management app with features like vehicle onboarding and service management.
- **Created** Telematics, Fleet, and Driver Management software, enhancing user experience for internal teams and customers.
- **Improved** Telematics web app with new features like vehicle tracking and driver behavior alerts.
- **Boosted** DE Partner & Enterprise mobile app engagement by **25%** with a streamlined onboarding process.
- **Reduced** task completion time by **15%** in a web dashboard by simplifying navigation and data access.
- **Gathered** requirements quickly from users and business management to meet needs and timelines.
- **Conducted** user research that increased customer satisfaction by **20%** by addressing pain points.
- **Led** design sprints with **Crazy 8s** and affinity mapping to find creative solutions.
- **Revamped** the design process with user-centered design thinking and agile methods for better efficiency.
- **Managed** product management tools like Jira, Slack, and Miro to improve workflow.
- **Developed** a scalable design system that ensured consistency and reduced design-to-development issues by **30%**.
- **Implemented** a design system that cut cycle times by **30%**, ensuring consistent product releases.

UX/UI Designer, Rendercity Technologies,

2022 June - 2023 July, Kanyakumari

- **Utilized** well-developed design systems to create websites, dashboards, and mobile applications.
- **Collaborated** with various clients, from start-ups to large companies, applying solution-based design thinking to address their problems.
- **Designed** a new website to engage users through an online portal, enhancing user accessibility and interaction with the platform.

Junior Market Researcher, Owler

2019 Sep - 2021 August, Coimbatore

- **Managed** profiles of various businesses, from small companies to top global firms.
- **Conducted** competitor analysis and improved future strategies.
- **Generated** news leads, including general news, CEO updates, leadership changes, IPOs, funding announcements, and press releases.

Process Excutive, Personiv

2017 Aug - May 2019

- **Used** Citrix software to research and identify business trends.
- **Collaborated** with major communication providers like AT&T.
- **Developed** emergency work solutions, improving client satisfaction.
- Increased emergency response efficiency by **40%**.

PORTFOLIO & CONTACT

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Tools



- Product design, UI Design (Figma)
- Journey mapping, UI Design (Figma)
- Branding (Illustrator & Photoshop)
- Illustrations (Adobe Illustrator)
- Prototype (Figma & Framer)
- Proper Presentation (Miro)
- Agile Methodology & Sprint (Jira)

EDUCATION

B.Sc. (Computer Science)

Hindhusthan college Arts & Science, Coimbatore

2014 - 2017

CERTIFICATION

UX/UI Design
Justrise Academy , Chennai

Skill set

- User research
- Competitor analysis
- Empathy Map
- User Persona
- Usability test
- User journey map
- Customer journey map
- Information architecture
- User centred design
- Low & High -wireframe
- Visual design
- Communication
- Brand strategy
- Prototyping
- Build Design system
- Micro interactions
- User Interviews
- Market Analysis
- Design Thinking
- Storyboarding
- Paper Prototyping
- Agile Methodology
- Presentations
- User Personas
- Card Sorting
- User Flows
- Mobile App Design
- Web Design

Core Achievements in UX

- Conducted 15-20 user interviews and surveys per project to gather insights that improved user satisfaction.
- Created wireframes and prototypes using Figma and Sketch, refining designs based on feedback.
- Mapped user journeys at both macro and micro levels, finding pain points and improving user engagement.
- Developed a design system with consistent visual elements across platforms to enhance the user experience.
- Performed usability tests with users, tech teams, and stakeholders, resolving issues.