Sri Lakshman S

Design Lead

📞 +91 9943 9763 60
✉ srilakshman19@gmail.com
🌐 sri-lakshman.github.io

ABOUT ME

A passionate and detail-driven Design Lead with 7+ years of experience in Graphic Design and UI/UX Design, I create digital experiences that balance aesthetics with functionality. I thrive at the intersection of creativity and strategy—leading teams, building scalable design systems, and turning complex ideas into intuitive, user-focused solutions. From branding to mobile apps and marketing creatives, I deliver designs that drive engagement, enhance user experience, and align with business goals.

KEY STRENGTHS

- UI/UX Strategy & Design
- Visual & Interaction Design
- Branding & Creative Direction
- Design Systems & Component Libraries
- Prototyping & Wireframing (Figma, Adobe XD)
- Graphic Design (Photoshop, Illustrator, InDesign)
- Leading & Mentoring Design Teams
- Collaboration with Product & Engineering Teams

EXPERIENCE

Mobo Media
Design Lead

May 2018 - Present

- Lead and mentor a cross-functional team of UI/UX and graphic designers on a wide range of digital projects.
- Spearheaded the end-to-end design of over 20+ web platforms and mobile apps—focusing on clean, accessible interfaces and seamless user flows.
- Established and scaled a centralized design system used across multiple products, ensuring consistency and speeding up design-to-dev handoffs.
- Worked closely with product managers and engineers to translate business needs into elegant, practical design solutions.
- Directed visual branding initiatives including logos, marketing collateral, social media creatives, and digital campaigns.
- Championed a user-first design culture, resulting in a measurable improvement in product usability and customer satisfaction.

TOOLS & TECHNOLOGIES

- **Design:** Figma, Adobe Illustrator, Photoshop
- **Prototyping & Handoff:** Zeplin, Framer, InVision
- **Collaboration:** Jira, Trello, Slack
- **Others:** HTML/CSS, Bootstrap, Tailwind CSS, WordPress, Shopify, BeeFree, Beautiful.ai, Miro, After Effects (basic)

KEY PROJECTS

Glamdeva

A UK-based beauty services platform. Led the complete UI/UX revamp to enhance user flow and mobile experience, resulting in a 30% increase in user engagement.

Anything For Hire

A comparison platform for hire services. Created a clean, intuitive design system to improve usability and simplify search and booking features.

Rapid Vans

Vehicle leasing website. Designed a bold and user-friendly interface that highlights key offerings and boosts conversion rates.

AOG-247

Emergency aircraft parts logistics platform. Delivered a professional B2B UI/UX experience with a focus on performance and quick access to critical services.

Volos

A consultancy specialising in highway infrastructure design, project management, and quantity surveying, supporting projects from initial feasibility through to on-site completion. I contributed to the design of their custom-built project management system, enhancing usability and workflow efficiency.

Cakeco (Rebrand Of Paul's Bakery) - Coming Soon

Led the e-commerce rebrand of Paul's Bakery into Cakeco—crafting a vibrant, modern UI with improved navigation, product discovery, and a mobile-first checkout experience.

EDUCATION

Diploma In Graphic Designing
2016 - 2017

Madras Christian College

PG Diploma In Journalism & Mass Communication
2016 - 2017

Madras Christian College

B.Sc
2013 - 2016

RKM Vivekandanda College

CERTIFICATIONS & MEETUPS

UI/UX Design Certification
Jun 2024

Udemy

Meetups related to UI/UX Design & Accessibility
2018 - 2025

Madrasters

LinkedIn URL: https://www.linkedin.com/in/sri-lakshman-s-0462866b/