Sri Lakshman S

Design Lead

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ABOUT ME

With over 7 years of experience in graphic design and UI/UX design, I am a design lead who produces digital experiences that strike a balance between functionality and aesthetics. Leading teams, creating scalable design systems, and transforming difficult concepts into clear, user-focused solutions are all areas where I flourish. I provide designs that improve user experience, increase engagement, and support business objectives for everything from branding to mobile apps and marketing creatives.

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

- Managed cross-functional teams of designers and developers to create effective UI/UX solutions for web, mobile, CRM, and CMS platforms.
- Delivered 100+ branding, SAAS, and e-commerce projects with high emphasis on usability, simplicity, and business outcomes.
- Leveraged UX overhauls for enterprise and consumer products, enhancing retention and customer satisfaction.
- Established scalable design systems and worked with stakeholders from across departments.
- Led a team of 5+ developers and designers; enhanced team productivity, output quality, and design consistency.

SKILLS & TOOLS

- **Design & Prototyping:** Figma, Adobe Creative Suite, Sketch, Framer, Spark AR
- **Code & Platforms:** HTML, CSS, Tailwind CSS, Bootstrap, Webflow, Shopify, WordPress
- **UX Process:** Wireframing, User Flows, Prototyping, UX Research, Design Systems, Design Strategy
- **Collaboration & Leadership:** Team Management, Cross-functional Communication, Agile Workflows, Client Presentations

KEY PROJECTS

Beauty Booking Platform
Redesigned the full UI/UX for a UK-based service platform, boosting mobile engagement by 30%.

Hire Comparison Tool
Built a clean, scalable interface that simplified booking across multiple service categories.

Vehicle Leasing Site
Designed a bold, conversion-focused UI to streamline browsing and improve the leasing journey.

Aviation Logistics Platform
Designed a fast, reliable B2B website for urgent aircraft parts access and streamlined service navigation.

Infrastructure Project Tool
Improved UX for a custom project management system used by civil engineering teams.

Bakery E-Commerce Redesign
Rebranded a bakery platform with vibrant visuals, smooth navigation, and mobile-first checkout.

EDUCATION

Diploma In Graphic Designing
Madras Christian College
2016 - 2017

PG Diploma In Journalism & Mass Communication
Madras Christian College
2016 - 2017

B.Sc
RKM Vivekandanda College
2013 - 2016

CERTIFICATIONS & MEETUPS

UI/UX Design Certification
Udemy
Jun 2024

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

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