

Sri Lakshman S

Senior Visual Designer

UI/UX & Brand Design Specialist

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ABOUT ME

I'm a Visual designer with 7+ years of experience designing intuitive, impactful digital experiences. I specialise in turning complex business requirements into scalable design systems and user-first interfaces. From SaaS platforms to e-commerce, I lead with empathy, clarity, and a strong visual foundation rooted in graphic design. I've led cross-functional teams, shipped 100+ products, and driven measurable results in user engagement and retention.

KEY STRENGTHS

- Product Thinking & UX Strategy
- Wireframing & Prototyping (Figma, Framer)
- Scalable Design Systems & Component Libraries
- Visual & Interaction Design
- Cross-platform UI (Web, Mobile, CRM, CMS)
- Design Leadership & Team Mentorship
- Branding & Graphic Design Expertise
- Collaboration with Product & Engineering Teams

EXPERIENCE

Senior Visual Designer - Mobo Media

May 2018 - Present

- Led the design of 50+ web and mobile products with a focus on usability, scalability, and business goals
- Owned end-to-end UX strategy for CRM systems, e-commerce stores, and enterprise tools
- Built and maintained scalable design systems for consistent UI/UX across platforms
- Mentored a design team of 5+, improving design velocity, cross-team collaboration, and user outcomes
- Partnered with product owners and engineers to ensure successful design implementation

SKILLS & TOOLS

- **Design:** Figma, Sketch, Framer, Adobe Suite (Photoshop, Illustrator)
- **Development:** HTML, CSS, Tailwind, Webflow, Shopify, WordPress
- **Workflow:** UX Research, User Flows, Design Systems, Agile, Client Pitches

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.
- **SFX Studio Portfolio Website** – Designed a cinematic, impact-driven website for a UK-based special effects studio known for working on global blockbuster action films. Focused on showcasing their achievements, awards, and reel in a sleek, story-led layout.

EDUCATION & CERTIFICATIONS

- **Diploma in Graphic Design**, Madras Christian College (2016–2017)
- **PG Diploma in Journalism & Mass Communication**, Madras Christian College (2016–2017)
- **B.Sc**, RKM Vivekananda College (2013–2016)
- **UI/UX Design Certification**, Udemy (2024)
- **Design Psychology Certification**, LinkedIn Learning (2025)
- **UX & Accessibility Meetups**, Madrasters (2018–2025)

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