VICKASH E

UI UX DESIGNER

✉ Vickashshivan.designer@gmail.com
📞 +91 8667350673
📍 Erode, Tamil Nadu
in Vickash Shivan | LinkedIn
Bē www.behance.net/vickashshivan

SUMMARY

Senior UI/UX Designer with expertise in user-centered design and design systems, achieving a 30% increase in task flow efficiency. Proficient in Figma, delivering web applications that enhance user satisfaction and drive business growth. Experienced in creating intuitive interfaces and high-quality graphics, balancing functionality with aesthetics. Proven ability to collaborate with cross-functional teams to address complex design challenges and manage UI design projects effectively.

SKILL

- User-Centered Design
- Wireframing & Prototyping
- Design Systems
- User Research & Testing
- Mobile & Web App Design
- Figma
- Adobe XD
- Photoshop

- HTML5
- CSS3
- JavaScript
- Bootstrap
- Sass
- React (basic)
- Project management
- Notion
- GitHub

EXPERIENCE

UI/UX Lead|Growify Digital Technology - Erode   *Aug 2024 - Current*

- Developed over 20 websites and web applications for diverse clients.
- Delivered branding, UI/UX design, and development services to enhance user engagement.
- Recruited and trained designers and developers to improve client service delivery.

Senior UI/UX Designer (Freelancer) | DC Innovision - Tamil Nadu   *May 2024 - Current*

- Directed UX strategy and design systems for 5+ web applications.
- Conducted usability tests and user research that enhanced task flow efficiency by 30%.
- Worked closely with developers and product teams to deliver features that raised user satisfaction.

UI/UX Designer | Internet Spartans- Coimbatore   *Jan 2024 - Jun 2024*

- Directed UX strategy and design systems for 5+ web applications.
- Conducted usability tests and user research that enhanced task flow efficiency by 30%.
- Worked closely with developers and product teams to deliver features that raised user satisfaction.

UI Developer | Zeeeboobaa Technologies - Erode   *Feb 2023 - Jan 2024*

- Developed responsive UIs for fintech offerings utilizing HTML, CSS, JavaScript, Bootstrap.
- Enhanced load times by 40% via performance improvement.
- Contributed significantly towards launching 5+ digital offerings.

PROJECTS

Shopu Store – E-Pharmacy Platform (2025)

- **Scope: Customer Web App | Mobile App (Android/iOS) | Admin Dashboard**
  - Led UI/UX design for a comprehensive e-pharmacy platform, covering both consumer-facing and admin interfaces.
  - Designed intuitive flows for medicine search, prescription uploads, and seamless checkout, enhancing overall accessibility and user satisfaction.
  - Built a modular, role-based admin dashboard enabling efficient order processing, inventory tracking, and support ticket resolution.
  - Conducted iterative user testing and applied feedback to reduce cart abandonment by 28%.
  - Delivered scalable design systems using Figma, adhering to Material Design principles for cross-platform consistency.

Clics – B2B SaaS Application (2024)

- Transformed intricate user workflows into a user-friendly interface, improving usability by 35%
- Created a component-based UI framework that is scalable to future product modules
- Incorporated user feedback cycles and A/B testing to drive data-informed UX enhancements

National Finance – financial services website (2023)

- Developed and designed a responsive web platform for an extensive financial user base
- Gained increased engagement through a streamlined layout and good CTA design
- Employed HTML, CSS, and Bootstrap for scalable and clean front-end architecture

Alamadhinatakaful – Insurance Website Redesign (2023)

- Directed UX/UI redesign for a top Middle Eastern insurance company, revitalizing the digital experience
- Enhanced information architecture and onboarding, decreasing user drop-off by 40%
- Deployed a responsive design that is mobile-first optimized

EDUCATION

UX/UI Design & Visual Communication   *Feb 2023*
Buff Creative College

B.Sc.|Chemistry   *Apr 2018*
Sengunthar Arts & Science College

LANGUAGES

- Tamil, Native
- English, Professional Proficiency