Vijay.K

UX/UI & Visual Designer

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Hi There,

A creative professional with over 7 years of experience in Digital industry. Currently working with
Ace Turtle India Pvt. Ltd. (product based) as a UX/UI & Visual Designer, I approach every new project with
enthusiasm and passion. I believe that good UX/UI Design is like water. It has the ability flow through different
mediums and platforms. Design something with envision that not only looks good but that works, connects
with the consumer and delivers a positive & cohesive message. My mission is to deliver the most efficient,
engaging, innovative and high-quality Web/Mobile Interactive User Interfaces to end users.
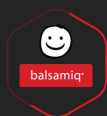
Specialties / Focus:

Research	Ideate	Prototype	Test

Design Skills/software's

Wireframe & flow charts

Axure RP   Balsamiq   Indesign CC

Visual Design & High Fedility Prototype

Sketch   Adobe XD CC   illustrator cc

Photoshop CC

Style Guide & intractive prototype

invision   zeplin

Additional softwares

Professional Skills

(UI/UX design) (Visual Design) (Art Direction)

(Branding) (Team Management) (Ideation)

(Wireframing) (Design Thinking)

(Saas application Design)

Awards

🏆 *Best Visual Campaign Award (Year 2017)*

🏆 *Best Visual Campaign Award (Year 2016)*

🏆 *Best Visualizer Award   (Year 2012)*

Education

📖 *Bachelor Degree, B.com*

📖 *Shaft multimedia Institute*
   Specialized in Visual design.

📖 *BDPS Technical Institute Specialized*
   in Web and mobile Interaction Design.

📖 *Ramana Arts,*
   Specialized in Drawing & Painting

Hobbies & Intrests

Ace Turtle (Lead. UI UX Designer) *2019 - Present*

· Lead the Design efforts for our upcoming product majorly responsible to recreate
· Plan and conduct user research and competitor analysis
· Interpret data and qualitative feedback
· Create user stories, personas, and storyboards
· Determine information architecture and create sitemaps
· Create prototypes and wireframes
· Conduct usability testing

Lycamobile (UI UX and Visual Designer) *2017 - 2019*

Lead the Design efforts for our upcoming product majorly responsible to recreate User experiences and interaction models for Lycamobile Website/app (which is present in 26 countries) and Improving business portal by creating Researching, , Ideation, Prototyping, user testing and understanding the business and customer needs working cross functionally with the Stakeholders, Marketing, and Engineering team.

By Applying visual design principles, Creating mood boards/style guides for keeping up fresh and balanced art direction for interaction layouts, Sketching various form of ideas for UI interaction components and overall look and feel. Coming up with fresh color palette/typography/ illustrations/ iconography other visual elements. Creating Hi-fedility interactive prototypes for user testing/ team feedback. Creating visual assets/ style guides/ red line documents with UI instructions note for engineering team deliverables.

Metric Fox (Digital Art Director) *2014 - 2017*

Taking a crystal clear brief from Client/Servicing team and get all end User and product-related Q/A before start working on a project

Responsible for the establish conception/ visual Direction, and execution of all User Interface needs for Digital media channels to promote Brands/clients products.

Workflow: Research/Ideation/Prototyping/Testing. Following the latest UX/UI design trends and create Visual Prototypes, Final resposive screens handoff to Engineering Team with style guides / assets

Clients: · Artix · Sobha Ltd · Holiday Inn · UL India · Tavant Technologies · Eaton ·Bristlecone · NowConfer · Aegis · Ampliz · Robert Bosch

Interactive Avenues (Sr. Visual Designer-Digital) *2013 - 2014*

Took ownership in deliverables for brand projects. Understand the Complete end to end Brand Digital art requirements. Collaborating and Brainstorming with copywriters and crack ideas for Brand campaigns on Digital space
Clients: · Accenture · Allensolly · Enamor · ING Vysya · Tvs India · PAYBACK · Wipro
Workflow: Sketch campaign Ideas for all Digital campaigns, creating high-quality prototypes, Hand over screens to a developer with the specification of the project

Clients: · Amazon.in · ACT broadband · Cartrade.com · Central Mall · Junglee.in · Puma · Scotch Brite · Tanishq Jewelry

Rediffusion - Wunderman (Jr. Visualizer-Digital) *2011 - 2013*

Developed Visual Graphics for a wide variety of projects across all Digital and Print platforms. Worked close Collaboration with creative Directors and created Branding and Identity, Posters, e-mailers, Banners, Brochures, and other marketing Collaterals.