

SAMDANIELRAJ R.K

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UI/UX Designer

Portfolio : <http://samdanielraj.com>

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EXPERIENCE

Insight Consultancy - Freelance UX/UI Designer; June 2025 - present

- Worked with designers and developers to deliver user-focused solutions.
- Analysed websites and apps to identify usability issues and design gaps.
- Prepared UX/UI audit reports with actionable improvement insights.

Peace & Blessings - UX/UI Designer and Researcher (Contract); June 2025 - Sept 2025

- Improved online gifting UX through redesigned navigation and checkout.
- Designed sustainable, culturally inspired packaging for offline gifting.
- Conducted user research (interviews, surveys, personas) to uncover gifting behaviours and pain points.
- Delivered user-focused solutions, enhancing loyalty across digital and physical touchpoints.

Feexet Limited - Junior UX/UI Designer (Remote); Sep 2024 - Jun 2024

- Assisted with usability testing to ensure clarity and ease of use.
- Supported quality assurance to deliver a smooth, reliable experience.
- Collaborated with teams to refine the user experience based on testing insights.

Freelancer Designer (Remote) Multiple Clients; Feb 2022 - Sept 2024

- Managed end-to-end design projects, delivering custom product designs, brand identities, and user-friendly website interfaces for diverse clients.
- Created impactful visuals, including logos, banners, and digital assets aligned with client goals.
- Maintained clear communication with clients to ensure timely delivery and successful outcomes.

VST Tillers & Tractors Ltd, India- Industrial Designer Intern 2023

- Developed innovative agricultural product concepts and validated them through full-scale (1:1) prototyping.
- Collaborated with engineering and marketing teams to inform functional design decisions.
- Created impactful promotional materials to support product launches.

EDUCATION

MA in Design Innovation & Management, De Montfort University, Leicester; 2024 – 2025

- Led a design innovation project while serving as Course Representative to enhance the student experience.
- Gained hands-on expertise in design research, UX/UI, sustainability, and innovation strategy through confidential work-based projects (*NDA signed*).
- Collaborated with peers and faculty to implement user-focused solutions and improve project outcomes.

B.Des Bachelor in Product Design, PES University, Bangalore; 2019 – 2023

- Graduated with a CGPA of 9.70, first-class honours, excelling in design methodology, visual arts, structural mechanics, and mechatronics.
- Built a strong foundation in product design, 3D modelling, and form studies through hands-on studio projects.

- Developed practical skills in prototyping, material selection, and manufacturing processes for real-world design challenges.

CORE SKILLS

- **Research & Analysis:** User Research, Research & Analysis, User Interviews, Surveys, Personas, Journey Mapping, Heuristic Evaluation, Analytics, Usability Testing, UX Audit Reporting, Behavioural Insights, Empathy Maps, User Flows, Design Frameworks (Double Diamond, Human-Centred Design, Lean UX), Contextual Inquiry, Competitive Analysis, Task Analysis, A/B Testing, Stakeholder Interviews
- **Design & Ideation:** Design Thinking, UX Design, UI Design, Interaction Design, Sketching, Ideation, Conceptualisation, Wireframing, Prototyping, Rapid Prototyping, Storyboarding, Visual Design, Branding, Digital Assets, Inclusive Design & Accessibility, WCAG, Vibe coding
- **Technical Skills:** Figma, Photoshop, Illustrator, Procreate, Notion, Miro, Affinity, AutoCAD, Blender, KeyShot, Fusion 360, Premiere Pro, DaVinci Resolve, After Effects, Microsoft Office Suite, Accessibility Testing Tools (Lighthouse, Stark), Firebase Studio, lovable
- **Collaboration & Leadership:** Team Leadership, Client Communication, Collaboration, Presentation Skills, Time Management, Adaptability
- **Problem-Solving & Critical Thinking:** Problem-Solving, Critical Thinking, Attention to Detail, Creativity

LANGUAGES & INTERESTS

Languages: English (Proficient), Tamil (Native), Malayalam (Conversational & Native), Hindi (Basic)

Interests: Videography, Photography, Travel , Gaming & Beta Testing , 3D Printing , Badminton , Cooking , Anime

ACHIEVEMENTS

- Carbon Literacy Training (2024)
- KeyShot Student Ambassador (2024 - 2025)
- Awarded for academic scholarships (2019 - 2023)
- Runner-up position at the PES Design Hackathon, PES University (2022)

REFERENCES

Available upon request