Santhosh Kumar

Senior UI/UX Designer

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Job Objective

Cultivate engaging user experiences across various digital platforms as a Senior UI/UX Designer, leveraging extensive expertise in the field to drive impactful design solutions.

Education

Diploma in Web Designing, Space Multimedia, Hyderabad, 2013

B.Sc., Computer Science, Satavahana University, 2013

Core Competencies

- User Research
- Prototyping
- Visual Design
- Information Architecture

- User-Centric Design
- Interaction Design
- Design Thinking
- Usability Testing
- Information Architecture
- Visual Communication
- Agile Methodologies
- Cross-Functional Collaboration
- Design System Development

Technical Skills

Design Tools: Figma, FigJam, Miro, Jira, Zeplin, Maze, Sketch, Adobe XD, Jitter, Illustrator, Photoshop
Development Technologies: HTML, CSS, JavaScript, Bootstrap, Material UI

Awards & Achievements

- Star of the Month Award two times at ValueLabs for outstanding contributions to design initiatives.
- Received the Best Design and Delivery Award for Q1 2023 at Greater Than Educational Technologies Pvt. Ltd.

Profile Summary

- Possess experience of over 9 years in UI/UX design, with a strong emphasis on developing user-focused digital solutions tailored for mobile applications and web interfaces.
- Direct transformative design projects as a Senior UI/UX Designer at Narayana Group, focusing on elevating user interaction and satisfaction within diverse educational technology platforms.
- Developed a comprehensive skill set encompassing user research, prototyping, usability testing, and visual design, while also honing leadership capabilities through effective team management and project oversight.
- Facilitated a substantial increase of 90% in early-stage conversions by effectively executing a digital experience enhancement initiative, demonstrating a proven capacity to deliver quantifiable outcomes.
- Demonstrate comprehensive understanding of design systems and methodologies, guaranteeing consistency and high standards across user interfaces while following best practices in user experience design.
- Exhibited expertise in leveraging cutting-edge design tools and software to produce high-fidelity prototypes and user interfaces that meet and exceed client expectations and project specifications.

Work Experience

Jun'2022 to Feb'2024: Senior UI/UX Designer at Narayana Group (Parent Company), Greater Than Educational Technologies Pvt Ltd
Key Result Areas:

- Led the digital experience enhancement project, directing the design of wireframes and prototypes that adhered to established UX principles, resulting in a 90% increase in early-stage conversions.
- Conducted thorough analyses of customer behavior and implemented extensive user testing to refine design decisions and prioritize development efforts.
- Managed a team of four designers to create a unified design system for n Learn, n Learn Kids, and CNAPS, including detailed Figma prototypes, optimized information architecture, and workspace performance enhancements based on user feedback and UX insights.
- Streamlined project management processes by introducing Jira Sub-tasks for the design team, facilitating efficient execution of UX strategies.

Jan'2020 to May'2022: Senior UI/UX Designer at Narayana Group (Parent Company), Nspira Management Services Pvt Ltd
Key Result Areas:

- Honored with the SPOT Award for the period of April to June 2020 at Nspira Management Services Pvt. Ltd.
- Successfully led a project that resulted in a 90% increase in early-stage conversions, demonstrating the ability to drive significant business outcomes through effective design strategies.

Personal Details

Address: Hyderabad, India
Languages Known: English, Telugu and Hindi
Date of Birth: 19th February 1990

- Spearheaded the design strategy for n Learn, encompassing n Learn Kids, n Learn Admin, n Monitor, and CNAPS.
- Developed comprehensive user research, personas, journey maps, wireframes, prototypes, and visual designs, culminating in a cohesive, robust design system.
- Conducted extensive user testing across multiple product lines, integrating feedback to significantly enhance user interfaces and overall user experience.
- Achieved a 50% reduction in customer support queries for new subscriptions on one product while notably increasing user adoption rates across others.

Sep'2018 to Oct'2019: Senior Software Engineer at ValueLabs, Spicejet Airlines (Client)
Key Result Areas:
- Managed daily UI design tasks and ticketing for Spicejet Airlines, ensuring timely collaboration and delivery for both web and mobile platforms.
- Specialized in creating wireframes, high-fidelity designs, and prototypes, while generating graphic content and branding that aligned with application specifications.
- Translated designs into HTML and collaborated closely with development teams to guarantee accurate implementation of visual elements.

Mar'2017 to Sep'2018: UI Designer at Kaara Tech
Key Result Areas:
- Focused on creating wireframes, high-fidelity designs, and prototypes tailored for both web and mobile platforms.
- Demonstrated expertise in HTML, CSS, and JavaScript implementation, utilizing Bootstrap to translate design concepts into functional web interfaces.
- Developed aesthetically pleasing and fully functional web interfaces from initial design concepts.

May'2013 to Jan'2017: Junior Designer at Way2Online
Key Result Areas:
- Specialized in creating wireframes and high-fidelity designs, emphasizing visually appealing and functional web interfaces.
- Converted designs into functional HTML, applied styling using CSS, and enhanced interactivity with JavaScript, effectively bringing design concepts to life.
- Committed to continuous learning and skill enhancement in UI design and front-end technologies,
- Earnined recognition as the winner of an internal design hackathon for outstanding creativity in UI design challenges.