**THIRUMALASAI**

**SUMMARY**

* 10+ years of diverse experience in UI/UX design, encompassing design, development, coding, maintenance, and testing of web, iOS, and Android applications.
* Proficient in industry-leading design software including Adobe XD, Figma, Sketch, Photoshop, and Illustrator, with a focus on translating design concepts into refined visual elements.
* Skilled in crafting detailed wireframes, building interactive prototypes, and applying foundational design principles such as typography, color theory, and visual hierarchy.
* Hands on Experience on Angular 6technology for one complete project in rebasing the UI of the application using the techniques in Angular 8, 9, 10, 11 & 12.
* Work with clients through the core UX design process.
* Demonstrated expertise in user-centric design methodologies, encompassing user research, information architecture, interactive element design, and rigorous user testing.
* Strong foundation in front-end technologies such as HTML, CSS, JavaScript, MUI, ensuring visually appealing and technically feasible designs, with responsiveness across various devices.
* Experienced in enhancing user experiences through subtle animations using CSS Animation and After Effects, and proficient in collaborating with teams using tools like Zeplin, InVision, Slack, and Trello.
* Proficient in deploying techniques like A/B testing, user flow analysis, and heatmaps interpretation to optimize user experience, aligning with user needs and business objectives.
* Knowledge of WCAG 2.2 AA accessibility guidelines and experience in designing accessible interfaces.
* Experienced in agile development processes and conducting heuristic evaluations and expert reviews to identify usability issues.
* Excellent communication and presentation skills to articulate design concepts and rationale.

**CORE COMPETENCIES**

• Project Management • Client Relations

• UI/UX • Programming

• Prototyping • Training

• Usability Testing • Web Analytics

• HTML5/Flash Banners • A/B Testing

• HTML Email Campaigns • Web Application Development

• Site Testing and Troubleshooting • Adobe Creative Suite Expertise

• Web Design and Development • Data Visualization

**SKILLS**

**Design** **Tools**: Adobe XD, Figma, Sketch, Photoshop, Illustrator

**UI** **Design**: Wireframing, Prototyping, Typography, Color Theory, Visual Hierarchy

**UX** **Design**: User Research, Information Architecture, Interaction Design, User Testing

**Front**-**end**: HTML, CSS, JavaScript, Responsive Design, MUI

**Version** **Control**: Subversion, Gitlab

**Collaboration**: Zeplin, InVision, Slack, Trello

**Usability**: A/B Testing, User Flow Analysis, Heatmaps

**Accessibility**: WCAG 2.2 AA compliance, Heuristic Evaluations, Expert Reviews

**Project** **Management**: Agile Methodology, Jira, Scrum Boards

**WORK EXPERIENCE**

**World Bank, Washington, DC Sept 2022-present**

**UI/UX Designer & researcher**

**Responsibilities:**

* Created captivating visual design concepts for clients’ websites, advertising materials, and marketing campaigns, resulting in a significant 40% increase and a noteworthy 20% growth in sales and engagement.
* Experience with core UX Processes and Design sprints like Design Thinking which helped the team to design, deliver and test a rapid prototype directly with the end user.
* Produced and executed strategies to establish a compelling online brand identity that profoundly connects with the target audience, increasing brand recognition results, customer engagement, loyalty, and advocacy.
* Developed visually captivating designs that align with project objectives, including digital assets, campaigns, websites, while finding innovative solutions, functionality, aesthetics, and user engagement.
* Developed interactive and responsive user interfaces using React.js, leveraging functional components, hooks, and state management.
* Acted as a creative resource, assisting external clients in identifying their design needs and providing creative and dynamic solutions through graphics and content creation to deliver through email promotions.
* Communicated proactively to confirm requirements, timelines, and status of work requests.
* Created responsive email campaigns for premium hotel brands, including Marriot, Hilton, Accor, Aria, Bellagio, and other renowned brands.
* Performed client ADA Compliance run and brand analysis to adhere to the brand guidelines abiding by fonts, colors, and imagery standards.
* Conducted UAT Findings and Analysis in liaison with Quality Analysts to ensure the applications adhere to business, functional, and technical requirements.
* Collaborated effectively with cross-functional teams including designers, developers, and product managers, ensuring alignment with agile methodology and project requirements.

**Environment**: Figma, Photoshop, Sketch, Adobe XD, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Visual Studio Code, HTML5, CSS3, Bootstrap, JavaScript, Axure, wireframes, Salesforce (marketing cloud), MUI

**Ally Bank, Carrollton, TX Nov 2020- Aug 2022**

**UI/UX Designer & Researcher**

**Responsibilities:**

* Revamped mobile, web app experiences with a focus on ProtoPie and Figma, significantly elevating user engagement and satisfaction.
* Created Angular 12 components, implemented Interpolation, Input Variables, Bootstrapping, Router Outlet, event binding, and decorators.
* Solely pioneered an AI chatbot by leveraging social psychology and data analysis, resulting in a 30% reduction in HR support calls.
* Advocated and implemented conversational design and emotional design principles with ProtoPie, increasing HR Support Center awareness by 1000% and usage by 26%.
* Designed and implemented dashboards for HR metrics, enhancing decision-making and reducing HR inquiries by 18%.
* Addressed new hire concerns, enhancing onboarding flows and improving initial experiences.
* Managed Agile projects with Jira and Miro, fostering team collaboration and project efficiency.
* Direct the overall user experience of interacting with the product being delivered.
* Analyzed business requirements and generating UX wires for review and development.
* Deliver high quality, end-to-end designs in a fast-paced environment.
* Work collaboratively within an Agile process with other core UX designers, product owners, project managers, UI and developers.
* Experience in React JS components, Forms, Events, Router, Redux, React Hooks fetching data from API calls.
* Creation and maintenance of high quality Figma UI components libraries.
* Assisting team in navigating UX-UI design tools, concepts, and software such as Figma and ProtoPie.
* Experience building UI components in Figma Modes (Light, Inverse, Dark).
* Develops appropriate bot personas to align with the respective product marketing and corporate branding.
* Lead and managed design teams on large-scale enterprise inbound VUI deployments.
* UX designing for mobile and responsive web applications.
* Conducting usability inspections for the designs using cognitive walkthroughs and heuristic reviews methods to identify usability problems in the user interface (UI) design.
* Responsible for Bootstrap front-end framework with a powerful collection of HTML, CSS, and JavaScript tools.
* Conduct detailed accessibility reviews and testing to ensure WCAG 2.Level AA compliance.
* Provided User experience recommendations to the team to make web application user friendly.
* Communicated and collaborated well with software architects and developers in different time zones.
* Developed use cases, usability patterns and workflows.
* Planning and conducting user research and Interpreting data and qualitative feedback.

**Environment**: Figma, Axure, Sketch, Jaws and NVDA, Axe, Inspector, Wave, HTML5, CSS3, SaaS, JavaScript, jQuery, Bootstrap, Adobe Photoshop CS5, Adobe Illustrator CS5, MacOS, Microsoft Word, Microsoft Excel, Microsoft PowerPoint and Firebug

**Quest Diagnostics, Phoenix, AZ Jan 2018- Oct 2020**

**UI/UX | UI Designer**

**Responsibilities:**

* Created wireframes and prototypes tailored to the healthcare sector, ensuring seamless adaptation to various platforms and screen sizes, resulting in a 10% increase in mobile user engagement and a 15% boost in cross-device consistency.
* Created Typescript reusable components and services to consume REST API’s using component-based architecture provided by Angular 8/9.
* Spearheaded the development of captivating user interfaces for healthcare applications, leveraging advanced CSS animations and After Effects to enhance user engagement by 20% and feature interaction by 15%.
* Established seamless collaboration with cross-functional teams, effectively utilizing tools like Zeplin to reduce design-related development errors by 20% and ensure smoother project workflows.
* Implemented responsive design principles to ensure a consistent user experience across devices, particularly boosting mobile user engagement by 10% within healthcare applications.
* Conducted comprehensive user research, refined information architecture, crafted interactive design solutions, and conducted user testing, leading to a remarkable 30% increase in overall user satisfaction within healthcare applications.
* Conducted heuristic evaluations and expert reviews to identify usability issues and enhance the overall user experience.

**Environment**: Figma, Axure, Sketch, Jaws and NVDA, Axe, Inspector, Wave, HTML5, CSS3, SaaS, JavaScript, jQuery, Bootstrap, Adobe Photoshop CS5, Adobe Illustrator CS5, Adobe Dreamweaver CS5, Notepad++, Windows, Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Firebug.

**Zessta Software Services, India May 2016- Dec 2017**

**UI Developer and Designer**

**Responsibilities:**

* Participated in Software Development Life Cycle including requirements analysis, UI design, coding and maintenance Completed Web/UI design with Photoshop, Illustrator and Sketch.
* Converted UI design to front-end pages with HTML, CSS and JavaScript.
* Designed the store planning using ReactJS, HTML5, SASS, CSS3, Material UI, Bootstrap and JavaScript.
* Designed and implemented reusable UI components to ensure consistency and modularity across the application, adhering to design systems and style guides.
* Collaborated closely with UX designers to translate wireframes and mock-ups into well-structured and visually appealing React components.
* Integrated RESTful APIs and GraphQL endpoints into React applications to fetch and manipulate data from backend services.
* Utilized React Router for client-side navigation, creating a seamless and intuitive user experience in single- page applications (SPAs).
* Implemented state management solutions using Redux and Context API, optimizing data flow and ensuring a predictable state container.
* Conducted code reviews and participated in Agile development processes, ensuring code quality, adherence to coding standards, and timely delivery of features.
* Collaborated with backend developers to define API contracts and ensure efficient communication between the frontend and backend.
* Created front-end page functions such as navigation bar, slide show, dropdown menu, button, modal form.
* Utilized jQuery to achieve client-side elements Hide, Show, Event Handling, DOM manipulation and AJAX Call on JSON response that supports user to check events information.
* Designed dynamic client-side JavaScript codes and jQuery to build web forms, page navigation and form validation.
* Maintained user login status and saved logged-in user carts items until they check out using User Session
* and Cookies even if they log out without check out.
* Used Firebug to traverse documents to debug the code.
* Manipulated Nodes using DOM and DOM functions.
* Involved in various testing methods and utilized Git to achieve version control.
* Worked in Agile environment.

**Environment**: HTML, CSS, JavaScript, jQuery, jQuery-UI, Content Management System (WordPress) Agile, Sketch, Adobe Creative Suite AJAX, WebStorm

**iConcept Software Services Pvt. Ltd, India Sep 2013- Apr 2015**

**Web Designer**

**Responsibilities:**

* Responsible for branding the startup companies
* Conceptualized and designed Branding guidelines for startup companies.
* Created Digital Gameplays, Game Designs, and System Designs.
* Created Dashboards, layout screens, and Interactive Designs using Adobe Photoshop / Illustrator
* Responsible for marketing emails for individual companies.
* Developed Pixel Perfect markups in Photoshop
* Create Images, Graphics, Animations, and illustrations using different media Graphic standard Documents, ensure consistency in quality of output
* Create Icons and Graphic to represent their brand
* Worked with design leads to create compelling interactive experiences.
* Performed user research, developed information architecture, user goals, and journey maps, and designed wireframes and visual interfaces.
* Collaborated with developers to ensure pixel-perfect execution across all project deliverables.
* Supported the design process on branding.
* Hands-on project-facing experience for various initiatives across our client’s design team.
* Enhanced knowledge of and compliance with preferred technologies, methodologies,
* Involved in independently meeting with business groups involved in miscellaneous projects.

**Environment**: Photoshop, Illustrator, InDesign, Adobe Portfolio, After Effort, 3ds Max, Maya

**EDUCATION:**

Bachelors from Tirumala Engineering College India | 2013