

RAJASEKAR S

UI/UX DESIGNER

CONTACT

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PORTFOLIO

www.uxrajasekar.com

TOOLKIT

- Figma
- Sketch
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- HTML, CSS

SKILLS

- Wireframing
- Interface Design
- Industry Standards
- Web App Development
- Customer Needs Assessment
- Internal Communications
- Mobile App Development
- Landing Page Optimization
- Mockups and Prototypes
- Usability Testing
- Integrating User Feedback

PROFESSIONAL SUMMARY

Experienced UI/UX Designer with 5 years of expertise in creating user-friendly digital experiences for web and mobile platforms. Proficient in user research, wireframing, prototyping, and interaction design, with a strong focus on usability and seamless user journeys. Passionate about solving complex problems through intuitive design solutions that align with business objectives.

WORK EXPERIENCE

Butterfly Kitchen Appliances

Oct 2021 - Present

Product Designer - (UI/UX Design)

- Designed and led **mobile** and **web** applications while collaborating with the stake holders.
- Created digital design deliverables such as wireframes, storyboards, mock-ups, prototypes, and sitemaps with **Figma**.
- Conducted user research and **competitive analysis** to develop a new **user flow strategy**.
- Designed a responsive mobile application for After market Customer Support - "**Butterfly Care**".
- Created a **style guide** and designed multiple interfaces with typography, color blocks, and dividers to clarify user actions, which increased task completion by 31%.
- Monitored and analyzed the usage of the product to measure success, during **user testing** we have seen a significant increase in users with a growth rate of 300%.

AYA Design Studios

Aug 2019 - Sep 2021

UI/UX Designer

- Designed a responsive user interface for a **web applications** for internal staff to manage students and clients.
- Collaborated with cross-functional teams, including Product Managers, Developers, and Stakeholders to review digital designs.
- Story boarded** and illustrated 8 published Design books for engineering students.
- Created visual designs, illustrations, and typography using **Adobe Photoshop, Illustrator and InDesign**.
- Planned and designed client-facing campaigns that increased customer engagement by 19%.
- Designed and implemented an **accessibility feature** to provide a visual representation of audio content for users who are deaf or hard of hearing.

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UI/UX DESIGNER

CERTIFICATES

- UX Design Professional Certificate
Google - 2024
- Human Computer Interaction (HCI)
- IxDF
- SAP Certified Design Thinking -
IxDF

INTERNSHIP

Ashok Leyland

2019 | 6 Months

Design Intern

- Worked on an user interface dashboard from discovery phase to delivery. Conducted usability testing & Ideation.

EDUCATION

Masters in Design (M.Des)

2017 - 2019

UPES - School of Design Studies

Master Diploma in Design

2016 - 2017

AYA Design Academy

Bachelors in E&I Engineering (B.E)

2012 - 2016

R.M.D Engineering College