ASHOK KARUNANITHI

Senior UI Designer

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SUMMARY

Innovative and detail-oriented UI Designer with 7 years of experience in creating user-centered, intuitive digital experiences and strong foundation in UX. Skilled in wireframing, prototyping, and responsive design, delivering measurable results, including a 34% increase in conversion rates and a 30% boost in user engagement. Proficient in collaborating with cross-functional teams to develop designs aligned with business objectives. Adept at utilizing modern design tools and methodologies to craft engaging, accessible, and functional interfaces.

EXPERIENCE

Senior UI Designer   07/2023 - Present

TechnoCIT Software Solutions   Dubai, UAE

- Revamped the Commercial Bank of Dubai website, improving navigation and accessibility, which increased customer satisfaction by 30%.
- Engaged in comprehensive user research and created wireframes to enhance navigation and increase accessibility.
- Improved user engagement by 30% and boosted customer satisfaction through innovative design.
- Boosted user engagement by 35% with high-fidelity interface designs and responsive layouts.
- Led the UI team in achieving a 34% rise in conversion rates by aligning design strategies with business goals.
- Contributed to 20% faster project delivery through streamlined prototyping.
- Collaborated with stakeholders and development teams to align design strategies with business goals, contributing to 20% faster project delivery.

UI Designer   04/2018 - 07/2023

SwitchON Solutions Pte Ltd   Singapore

- Delivered 15+ intuitive interfaces that enhanced usability across web and mobile platforms.
- Created wireframes, prototypes, and high-fidelity designs using Figma and Adobe Creative Suite.
- Streamlined design processes by creating cohesive design systems and style guides, improving team efficiency by 25%.
- Reduced user onboarding time by 25% through simplified interface designs.
- Regularly incorporated feedback from cross-functional teams to refine and deliver user-focused solutions.

Visual Designer   04/2017- 03/2018

SwitchON Solutions Pte Ltd   Singapore

- Developed end-to-end design solutions, translating client needs into visually compelling and user-friendly interfaces.
- Created engaging visual content aligned with client goals, contributing to a 40% improvement in brand recognition.

Graphic Designer   03/2015 - 04/2017

Aksata Foods   Chennai, India

- Specialized in branding, corporate identity, and print design, creating business cards, brochures, print ads, and posters.
- Revitalized brand identity, leading to a 40% improvement in brand recognition within six months.
- Increased event engagement by 20% through creative marketing materials, including brochures and posters.

PROJECTS

CBD - Commercial Bank Of Dubai

Revamp of Internet and Intranet Website. Enhanced accessibility and usability, leading to a 30% increase in returning users.

- Led the UI design team for the Commercial Bank of Dubai's Internet and Intranet websites.
- Participated in all UX processes, including user research, wire framing, and prototyping.
- Delivered responsive designs for desktop and mobile, ensuring consistency across devices.
- Enhanced usability and accessibility, allowing users to find information within three clicks.

Website ›   **Case Study** ›

SKILLS

Design Tools: Figma, Adobe Creative Suite (Photoshop, Illustrator, XD)

UX Skills: Wireframing, Prototyping, Interaction Design, Slide deck, Case study

Visual Design: Branding, Typography, Color Theory, Style Guides

Soft Skills: Problem Solving, Collaboration, Communication, Attention to Detail

EDUCATION

AD3D+, Advanced diplomain 3D Graphics and Special Effects

Maya Academy of Advanced Cinematics

Bachelor of Engineering - Electrical and Electronics Engineering

Rajalakshmi Engineering College, Anna University

CERTIFICATION

UI/UX Design

Aspira Design