

ASHOK KARUNANITHI

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SENIOR UI/UX DESIGNER

Innovative and results-oriented UI/UX professional with **7+ years of experience** designing intuitive, accessible web & mobile products in Dubai & Singapore. Specialized in **responsive design, usability testing, and design systems**. Proven record of delivering measurable impact.

CORE COMPETENCIES

UI/UX Design | Wireframing (Low/High Fidelity) | Prototyping | Usability Testing | Interaction Design | Design Systems | Responsive Design | Accessibility (WCAG Standards) | Mobile-first Design | Agile/Scrum | Cross-functional Collaboration | Visual Design | Branding

EXPERIENCE

Senior UI/UX Designer — TechnoCIT Software Solutions, Dubai (Jul 2023 – Present)

- Revamped Commercial Bank of Dubai's internet & intranet platforms → +30% customer satisfaction.
- Delivered responsive web & mobile designs, driving +35% engagement.
- Designed wireframes, prototypes & user flows → 20% faster project delivery.
- Led design strategy aligned with KPIs → achieved +34% conversion growth.
- Designed end-to-end UI/UX for Twintik digital business card app, covering onboarding, customization, sharing, analytics, and AI assistant.
- Boosted onboarding completion by 35% and user engagement with personalization features by 40%.
- Inchaa mobile app and web portal - **Improved user engagement by 65%** through intuitive mobile-first design, enabling customers to easily request quotes and connect with verified contractors and engineers.
- Built streamlined web portal for contractors and engineers, driving **52% more professional interactions** and ensuring trust via license verification system.

UI Designer — SwitchON Solutions, Singapore (Apr 2018 – Jul 2023)

- Delivered 15+ intuitive web & mobile interfaces.
- Created design systems & style guides → improved team efficiency +25%.
- Simplified onboarding flows → reduced user setup time by 25%.

Visual Designer — SwitchON Solutions, Singapore (Apr 2017 – Mar 2018)

- Developed UI mockups & marketing visuals.
- Improved client brand recognition +40% with refreshed identity.

Graphic Designer — Aksata Foods, India (Mar 2015 – Apr 2017)

- Built brand identity systems (logos, brochures, ads).
- Boosted event engagement +20% through creative visuals.

PROJECT HIGHLIGHT

Commercial Bank of Dubai – Revamp

- Full UI leadership across web & intranet.
- Implemented 3-click navigation principle & responsive layouts.
- Outcome: +30% repeat visitors, improved accessibility compliance.

Inchaa – Mobile app and Web portal

- Built a contractor–customer platform, boosting engagement by **65%** and professional interactions by **52%**.
- Designed mobile + web app connecting customers with verified contractors and engineers for seamless quotation requests.

Twintik – Smart Digital Business Card

- Designed AI-powered MyTwin assistant and analytics dashboard, boosting user interaction and engagement tracking by **45%**.
- Created profile customization and multi-channel sharing (QR, Wallet, WhatsApp, LinkedIn, Email), increasing shareability and networking efficiency by **50%**.

SKILLS

Design Tools: Figma, Adobe XD, Photoshop, Illustrator

UX Skills: Wireframing, Prototyping, Usability Testing, Interaction Design, Product Design

Design Expertise: Design Systems, Accessibility, Responsive Design, Branding

Soft Skills: Collaboration, Problem-Solving, Attention to Detail, Cross-functional Teams.

EDUCATION

Advanced Diploma in 3D Graphics & VFX,
Maya Academy of Advanced Creativity, India
Cambridge university of examinations – London

CERTIFICATION

UI/UX Design Certification, Aspira Design, 2018