SRIDHAR P

Lead UX/UI Designer

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📍 Chennai, Tamil Nadu, India

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Bē www.behance.net/psdharan

SKILLS

Design

User Research, User Interview, Survey, Persona, Journey Map, User Flow, Information Architecture, Wireframe, Prototyping, Visual Design, Interaction Design, Usability Testing, Accessibility, Design System, Branding, Logos, Mailer, Newsletter, Info-graphic, Presentation, Creative & Graphic Designs.

Programming

HTML5, CSS3, Java Script, Bootstrap, Material, WordPress, React JS & Angular(Basic).

Business Development

RFP, POC, Estimation, Delivery Governance, Case Study, Interview, Mentoring, Campaign & Event Organizations.

Tools

Adobe CC (XD, Photoshop, Illustrator, InDesign, Animate, After Effects, Premiere Pro, Dreamweaver), Figma, Sketch, InVision, Miro, Zeplin, Axure, VS Code, Notepad++.

Domains

Healthcare, Banking, Real Estate, E-Commerce, Online Marketing.

ABOUT ME

"Hi, I'm Sridhar, a skilled UX/UI Designer with over 12 years of experience in crafting intuitive digital experiences. My expertise spans both User Experience(UX) and User Interface(UI) designs, where I specialize in understanding user behaviors, needs, and motivations to create seamless interfaces that delight users and drive business goals. From requirement gathering, conducting user research, crafting wireframes to prototyping and usability testing, I thrive on unraveling complex problems and transforming them into elegant solutions.

EXPERIENCE

Lead UX/UI Designer
Cognizant Technology Solutions
Jun, 2016 – Till Date 📅
Chennai, Tamil Nadu, India 📍

- I have streamlined design process from requirement gathering to seamless UI development. I expertly translated business needs into compelling user experiences, interfaces, and interactions, while also creating impactful user research, user flows, wireframes, visual designs, prototypes, design systems, style guides, mailers, infographics, presentations, mockups, data masking, video editing, and more. Collaborating closely with developers, I facilitated a clear understanding of design requirements for effective implementation.

UX/UI Designer
Amarprakaash Developerss Pvt. Ltd
Nov, 2012 - Jun, 2016 📅
Chennai, Tamil Nadu, India 📍

- Amarprakash, a property developer and residential construction company in Chennai. I worked as a Tech Lead in the online marketing team. My role involved implementing UI/UX best practices, strategically enhancing user engagement, and boosting conversion rates. I incorporated responsive design techniques to improve user experience across various devices and screen sizes.

- My role was involved in campaign design, web & mobile designs, UI development, user research, wireframe, campaign banner designs (GIF animation & JPEG), mailers, newsletters, infographics, concept/creative designs, SEO support and more.

Web Designer
Sciflare Technologies
Jun, 2010 - May, 2011 📅
Chennai, Tamil Nadu, India 📍

- An information technology & services provider company in Chennai. I worked closely with clients to understand their needs and translate their ideas into captivating website designs. I assisted in the maintenance and updates of existing websites, ensuring consistent performance and visual appeal.

- I crafted & developed modern and attractive websites using Photoshop, HTML, CSS, and JavaScript, with added flash banners and animations.

AWARDS & HONORS

- **Cognizant HC Innovation Challenge 2022 Hackathon – Global – Winner**
  (Selected for the final round along with 7 teams from 30 teams. Won the First place)

- **Cognizant AR/VR Hackathon 2021 – Runner-Up**
  (Final round selected along with 3 teams from 60. Got Second Place)

- **Above and Beyond Award 2018** – Cognizant Aetna Business, Chennai

- **Spotlight Award 2017** – Cognizant Healthcare, Chennai.

EDUCATION

MCA – Master of Computer Application
Sri Ramakrishna Mission Vidyalaya College
2007 - 2010 📅
Coimbatore, Tamil Nadu, India 📍

B.Com – Bachelor Of Commerce
Sree Amman Arts and Science College
2003 - 2006 📅
Erode, Tamil Nadu, India 📍