

Amrutha TS

UI/UX Designer

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EXECUTIVE SUMMARY

Results-driven UI/UX Designer with 3+ years creating user-centred designs that integrate research insights and design thinking to enhance user engagement and satisfaction. Experienced in wireframing, prototyping, and high-fidelity designs, with a record of improving customer experience by addressing user needs through iterative testing. Proficient in developing assets like UI libraries, iconography, and illustrations, and skilled in collaborating cross-functionally to drive business outcomes. Seeking to contribute to innovative UK digital products.

EDUCATION

Masters in Web Design and Content Planning

University of Greenwich, London, UK | 2022 - 2023

Gained hands-on expertise in modules like UX design, web content strategy, content management, and SEO, enhancing my ability to create impactful, user-focused digital experiences. Completed a self-led project, *Caffeine Awareness Tool*, a website designed to help users manage caffeine intake, showcasing my skills in ideation, design, and development for real-world applications.

Bachelor of Multimedia Communication

University of Calicut, Kerala, India | 2015 - 2018

Undergraduate program combining communication theory, visual design, and media production. The curriculum focused on developing practical and creative skills in digital media, including graphic design, video editing, photography, web design, and content development. Studied key subjects such as Visual Communication, Media Aesthetics, Journalism, Film Studies, and Advertising. Gained hands-on experience with industry-standard tools like Adobe Creative Suite

WORK EXPERIENCE

UI/UX Designer

Fluck Ai | Colchester, UK | May 2024 – Present

- Led end-to-end design of intuitive, user-focused interfaces for consumer-facing fintech products in the UK/EU market and a B2B SaaS admin portal.
- Conducted in-depth user research through surveys, user interviews, and usability testing to inform design decisions and enhance product usability.
- Translated insights into wireframes, high-fidelity mockups, and interactive prototypes using Figma, aligning with product goals and user needs.
- Established and maintained a scalable design system, including UI component libraries, typography, colour schemes, and branding guidelines to ensure consistency across platforms.
- Collaborated cross-functionally with product managers and developers in Agile/Scrum environments, ensuring timely delivery of design assets and seamless handoff through design-to-dev tools (Zeplin, Figma Inspect).
- Participated in sprint planning and used Jira for task tracking, backlog grooming, and progress documentation.
- Optimized UX flows based on feedback and A/B testing data to improve user engagement, retention, and conversion metrics.
- Integrated accessibility and responsive design best practices to ensure inclusive user experiences across devices and browsers.

UI Developer

Reubro International Pvt Ltd | India | Dec 2020 – July 2022

- Designed US proptech website UI, increasing usability by 30% through user research.
- Created high-fidelity visual designs for healthtech app, leading user testing for design validation.
- Improved user retention by 25% with data-driven design updates.
- Developed UI assets, icons, typography and illustrations for multiple projects across industries.

UI /UX Designer

Technaureus Pvt Ltd | India | Mar 2020 – Nov 2020

- Designed and developed CRM UI for Odoo integrations, enhancing client satisfaction.
- Created a consistent design system across CRM and custom projects, improving scalability.
- Conducted user research, translating insights into functional, user-friendly designs.
- Collaborated with marketing to boost customer engagement via strategic UI updates.

Front-End Developer

SignOn.ai | India | Aug 2019 – Feb 2020

- Translated design mockups into responsive front-end code using HTML, CSS, Bootstrap, and JavaScript.
- Improved site performance by 20% through optimised code structure and responsive layouts.
- Conducted cross-browser testing to ensure responsiveness across various browsers and screen sizes.
- Collaborated with designers and back-end teams to maintain design consistency and functionality.

Creative Designer

OTWO Designs | India | May 2018 – June 2019

- Developed visual assets and mockups enhancing brand identity for diverse clients.
- Managed end-to-end design for multiple projects, meeting client goals.
- Collaborated with cross-functional teams to drive business objectives.
- Implemented design systems, ensuring cohesive visual brand standards.

Skills

UI/UX Design & Research: User-Centred Design, Design Thinking, UX Principles, Interaction Design, WCAG 2.0

Wireframing & Prototyping: Figma, Sketch, Adobe XD

Front-End Development: HTML5, CSS, JavaScript, Bootstrap

Data-Driven Design: User Retention Improvement, A/B Testing, Iterative Optimization

Information Architecture: User Flow Mapping, Navigation, Content Strategy, User Journey Mapping

Design System Management: Component Library, UI Libraries, Consistency Standards

Other Tools: Adobe Photoshop, Adobe Invision, Jira, Slack, Adobe Illustrator, Adobe premiere Pro, GitHub