

PRAVEEN A

UI/UX DESIGNER

praveenportfolio.site | praveenarunachalam10@gmail.com | +91 6382531587 | linkedin.com/in/praveen-arunachalam10

PROFESSIONAL SUMMARY

Creative and user-focused Product Designer (UX/UI) with 2+ years of experience designing intuitive B2C digital experiences. Skilled in User Experience (UX) Research, User Interface (UI) Design, and Information Architecture. Proven ability to lead end-to-end design processes for complex web and mobile platforms. Passionate about building scalable Design Systems, ensuring Accessibility (WCAG), and mentoring teams to deliver purposeful, impactful products.

SKILLS

Design Tools: Figma, Adobe XD, Sketch, Photoshop, Illustrator, Framer, After Effects, DaVinci Resolve, Premiere Pro, Miro, FigJam, Canva

UX Methods: User Research, Wireframing, Prototyping, Information Architecture, Journey Mapping, Usability Testing, A/B Testing, Competitive Analysis, User Personas, Stakeholder Management

AI Tools: ChatGPT, Gemini, Figma AI, AI-Driven Workflows

Development: HTML5, CSS3, Developer Handoff

Core Competencies: Agile/Scrum, Sprint Planning, Design Systems, Atomic Design, Responsive Web Design, WCAG Accessibility

PROFESSIONAL EXPERIENCE

Designer

April 2023 – Present

DataSirpi | Tamil Nadu, India

- Designed UX/UI for 7+ enterprise apps, achieving 95% client satisfaction through user-centric methodologies.
- Reduced design-to-development time by 50% by architecting a scalable design system with reusable Figma components.
- Revamped legacy interfaces, increasing user engagement by 50% and improving product usability scores.
- Mentored junior designers and streamlined collaborative workflows, boosting team productivity by 35%.

CERTIFICATIONS

- Google UX Design Professional Certificate - Coursera
- Certified in Advanced UX/UI Design - Web D School
- Certified in User Experience - Accenture Digital Skills

PROJECT ACCOMPLISHED

Construction Management System (Project Next)

- Conducted user interviews with 15+ engineers to identify pain points, driving a 30% jump in task efficiency.
- Created a comprehensive design system with tokenized styles, reducing iteration cycles by 35%.

- Led A/B testing on complex workflows, improving task success rates by 25% and accelerating approvals by 40%.

Job Card (Maintenance Workflow)

- Streamlined equipment maintenance workflows through deep stakeholder collaboration, cutting downtime by 25%.
- Built interactive prototypes that facilitated 35% faster design iterations based on direct user feedback.
- Designed a real-time notification system for immediate device alerts, significantly improving response times.

CRM Application (Integra)

- Designed a simplified SaaS interface allowing service agents to increase work pace by 30%.
- Improved user satisfaction metrics by 60% through rigorous quantitative research and usability testing.
- Collaborated with engineering to implement an expandable design system, speeding up the design phase by 50%.

Brand Identity & Corporate Website

- Redesigned corporate visual identity and website, leading to a 45% increase in visitor engagement.
- Standardized typography, color palettes, and layouts to boost brand recall by 35% across all formats.

EDUCATION

Bachelor of Engineering (B.E.) in Electronics and Communication

Aug 2018 – May 2022

Panimalar Engineering College, Chennai

Advance UX/UI Design Course

Aug 2022 – Jan 2023

Web D School, Chennai