



Viswanathan Sellamuthu

UX/UI Designer

Bē Behance portfolio
www.behance.net/viswanotes

 Design portfolio
www.viswanotes.com

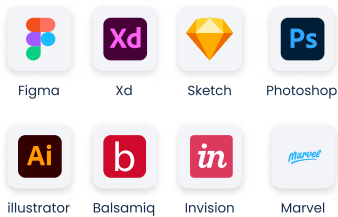
About Me

As an innovative Lead UI/UX Designer with over 10 years of expertise, I excel in translating complex business requirements into intuitive design solutions. Leveraging a deep understanding of user-centered design principles, I conduct comprehensive user research, prototyping, and usability testing to consistently deliver impactful designs that meet both user needs and business goals.

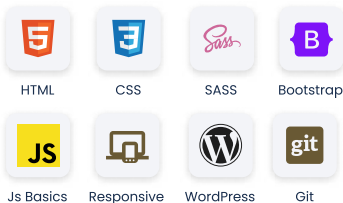
Skills

- User Research
- Competitive analysis
- Heuristic analysis
- Information architecture
- User flows
- Task flow
- Wireframes
- Interaction Design
- Prototyping
- Visual Design
- Usability Testing
- A/B Testing

Creative Tools



Technical Skills



Education

Bachelor of Engineering in Computer Science and Engineering
Sengunthar Engineering College, Anna University Coimbatore, 2007 - 2011

Experiences

Lead UI/UX Designer

Expleo Solutions Ltd

June 2019 - Present

KEY RESPONSIBILITIES

- **Requirements Analysis:** Engaging in discussions with business analysts and stakeholders to define requirements, leading to the development of design prototypes and user-friendly experiences.
- **Product Vision Support:** Supporting the client's product vision through UX research, concept creation, sketching, prototyping, and user testing for digital products. Developing information architecture, user flows, process flows, sitemaps, wireframes, and interactive user interface designs with prototypes.
- **Competitor Analysis and Evaluation:** Performing competitor analysis and heuristic evaluations to understand workflow variations and propose solutions that address identified challenges.
- **User-Centered Visual Design:** Creating high-quality visual designs that solve user and business issues using a user-centered design approach.
- **Collaboration, Specification, and Coordination:** Collaborating with customers and the Design Development team to specify project requirements and deliverables, and coordinating with the Design & Development Team to ensure seamless project execution.
- **Interactive Interface Design:** Designing interactive user interfaces and translating them into front-end web interfaces using HTML, CSS, SASS, Bootstrap, Materialise, and Tailwind CSS.
- **Usability and A/B Testing:** Conducting usability analytics and A/B testing to optimise UX design.

Key Projects: *Schneider Electric, GEMS Education, Aditya Birla Capital, Volkswagen*

Senior Web Designer - UI/UX

Bankbazaar.com (A&A Dukaan Financial Service Pvt Ltd)

Jan 2015 - May 2019

KEY RESPONSIBILITIES

- **Collaboration with Product Managers:** Working closely with product managers to understand requirements and provide UX solutions through processes like user research, competitor analysis, building information architecture, creating user flows, wireframing, and developing rich user interface designs.
- **Managing Diverse Products:** Handling both Indian and international products such as loans, credit cards, insurance, frameworks, and mobile app products.
- **Style Guidelines and Reusable Components:** Creating and maintaining style guidelines for websites and building framework-level components to ensure reusability and consistency across the platform.
- **Front-End Development:** Designing rich user interfaces and converting them into front-end web interfaces using HTML, CSS, SASS, Bootstrap, and JavaScript. Integrating these designs into a development environment and providing support to developers during integration and bug fixing.

Products: *Loans, Insurance and Cards*

Programmer - UI

EWALL Solutions Pvt Ltd

Nov 2011 - Sep 2014

KEY RESPONSIBILITIES

- **Project Analysis and User Experience:** Analyzing projects to ensure they are understandable and usable for the end user, employing tools like Adobe Photoshop, Adobe Illustrator, UI design, wireframes, and design mockups.
- **Front-End Development:** Possessing very good working experience in front-end development using HTML, CSS, and SASS.
- **eCommerce Projects & Development:** Working on Magento UI module development and successfully worked on more than 50+ eCommerce projects

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