PADMARAJ ARAVINDAN

UI UX Designer | Product Designer | AI Visualizer

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Highly analytical and results-driven UX & Product Designer with over 6+ years of professional experience in user-centered design, specializing in developing intuitive digital products. Proven track record of leading the end-to-end design process, from **User Research** and **Wireframing** to **Prototyping** and **Usability Testing**. Proficient in creating and maintaining robust **Design Systems** and collaborating with cross-functional teams in **Agile** and **Scrum** environments. Committed to leveraging data and user insights to deliver measurable improvements in **user experience**, engagement, and conversion rates.

CORE COMPETENCIES & SKILLS

UX/UI Design & Strategy: User Research, Information Architecture (IA), Interaction Design (IxD), User Flows, Wireframing, Prototyping, Usability Testing, **Heuristic Evaluation**, **Accessibility (WCAG)**, A/B Testing, Design Thinking.

Wireframing & Prototyping: Wireframe design, Interactive prototyping, High-fidelity mockups

Interaction Design: Designing user interactions and flows, Animation and motion design, Micro-interactions

Information Architecture: Site mapping, Content strategy, Navigation design

Tools & Software: Figma, Sketch, Rive, Adobe XD, Adobe Creative Suite (Photoshop, Illustrator, etc.), Balsamiq

Technical Skills: HTML5, CSS3, JavaScript, Responsive Web Design, Component-Based Design.

Methodologies: Agile, Scrum, Lean UX, Design Systems, Atomic Design.

AI: Chat GPT, Gemini, Cluade, Lovable, aura.build, Figma Make, Cursor.

WORK EXPERIENCE

Offshore UX Designer - **Hexaware Technologies**

Apr 2023 - Present

- Designed and prototyped key features for a B2B SaaS platform, which led to a **10% increase in product sign-ups** within the first quarter after launch.
- Created detailed **Wireframes**, **User Flows**, and interactive prototypes using **Figma** to communicate design concepts to stakeholders and developers.
- Implemented **A/B testing** on critical landing pages, leading to a **12% improvement in conversion rates**.
- Maintained a style guide and component library to ensure consistency across the product.

UI Designer - InevitableTech

Oct 2020 - Sep 2022

- Design and implement visually appealing and intuitive UI components for web applications, ensuring a seamless user experience.
- Contribute to and maintain our component-based design system, ensuring consistency, scalability, and reusability across all digital products.
- Create high-fidelity mockups, detailed UI specifications, and interactive prototypes for new website features and pages.

UI/UX Intern - Eorgs Innofinity Pvt Ltd

May 2019 - Oct 2020

- Assist in the design and implementation of visually appealing and intuitive UI components for web applications, ensuring a seamless user experience.
- Support the team in contributing to and maintaining our component-based design system, ensuring consistency, scalability, and reusability across all digital products.
- Help create high-fidelity mockups, detailed UI specifications, and interactive prototypes for new website features and pages.

EDUCATION

Bachelor of Engineering in Computer Science (BE)
Paavai Engineering College
Graduated: May 2018

PROJECTS

PSEA - Hexaware Technologies
Apr 2023 - Present
Role : UI/UX Designer, Wireframe, User Research

The PSEA is a powerful tool designed for educators, administrators, and school managers to streamline the administration of educational institutions. The UX design focuses on creating an intuitive, efficient, and visually engaging interface that supports effective decision-making, data management, and communication within the educational environment.

Roles and Responsibility:

User Research: Conduct interviews with educators, students, and parents to identify needs and workflows.

User Personas: Develop detailed profiles to guide user-centered design decisions.

Usability Testing: Test prototypes with real users to gather feedback and iterate on improvements.

Navigation Design: Structure intuitive menus and information architecture for the dashboard.

Wireframing & Prototyping: Build layouts and interactive models to visualize functionality and gather feedback.

Visual Design System: Create style guides (typography, color, icons) and craft polished UI elements.

AudienceMatch AI - Hexaware Technologies
Dec 2024 - Present
Role : UX Designer, User Research, Heuristic Evaluation, WCAG, A/B testing

AudienceMatch AI leverages advanced machine learning to transform raw datasets into high-fidelity actionable insights for marketers, analysts, and financiers. By automating complex data formulation, the platform eliminates manual silos and reveals hidden patterns in consumer behavior and market trends. This unified intelligence empowers your team to make precision-driven decisions that maximize ROI and accelerate sustainable growth.

CERTIFICATION

Certificates in IxDF(**Interaction Design Foundation**)
- AI For Designers - (Best in Class) - 2025
- Mobile UX Design- The Beginner's Guide - 2025
- Object-Oriented UI Design: Build Interfaces Users Love - (Best in Class) -2025
- Design for the 21st Century with Don Norman - 2025
- Data-Driven Design- Quantitative Research for UX - 2026
- UX Management- Strategy and Tactics - 2026

Certificates in **Udemy**
- Master Digital Product Design: UX Research & UI Design - 2025
- The 90-Minute UX Audit + UI Redesign - 2025
- UX Strategy Fundamentals - 2025
- DESIGN RULES- Principles + Practices for Great UI Design - 2025

Certificates For **AI**
- Chat GPT Prompt Engineering (Udemy) - 2025
- 10 Days of No Code Artificial Intelligence Bootcamp - 2025
- Gemini Google AI- The Allin-One AI Masterclass 2025 - 2025
- Vibe Coding Bootcamp- Build Any App, Game or Website with AI - 2025

PORTFOLIO

https://www.behance.net/padmaraaravind - BEHANCE

rajudesigns.com - Website

DECLARATION

I hereby declare that all the information given above is true and correct to the best of my knowledge. All the information shared in the resume is correct, and I take full responsibility for its correctness. I solemnly declare that the information in this resume is true to the best of my knowledge and belief.