

T. Bagath Singh

UX Designer for Mobile, Web & Immersive Technology

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Chennai, Tamil Nadu-600048.

With over a decade of experience, I began as a Front-End Developer/Designer for websites, followed by seven years as a UX Designer specializing in mobile and web dashboards. Additionally, I gained three months of expertise as a UX Designer in Augmented and Virtual Reality.

SKILLS

- **Highly proficient in:**

- Conducting user-centred analysis using the Design Thinking process to empathize with users, define problem areas, ideate innovative solutions, prototype and test designs, and ultimately deliver user-centric solutions.
- Foundational principles of User Experience (UX), with a strong emphasis on thorough requirement analysis to understand and address user needs, ensuring that design solutions are aligned with user expectations and goals.
- Crafting visually appealing web and mobile interfaces using a versatile set of design tools, including Adobe Photoshop, Adobe Illustrator, Adobe XD, Sketch, Figma, and Webflow, to create engaging and user-friendly digital experiences.
- Conducting comprehensive competitive analysis to inform design strategies, engaging in user interviews to gather valuable insights, user profile/grouping and task analysis techniques.
- Facilitating brainstorming sessions to generate creative and effective solutions for user-centred design challenges.
- Crafting effective information architecture to organize content and improve user navigation, creating wireframes and prototypes to visualize design concepts conducting usability testing to ensure intuitive and user-friendly digital experiences.
- Capable of managing the entire end-to-end design process, starting from ideation and validation of concepts through to the creation of interactive designs, ensuring a holistic and user-focused approach throughout.
- Creating and maintaining comprehensive design systems to ensure consistent and cohesive user experiences.

- **Good knowledge in:**

- HTML (5), CSS (3), JS
- Responsive Web Design, Mobile-first Design
- Front end frameworks like Bootstrap, Foundation
- Prototyping tools like Zeplin, Invision and Mockplus.

- **Well Versed in:**

- Multiple MVP Designs using Lean UX Principles.
- Version controls - GIT & SVN.
- Unity 3d for AR, VR Experience.
- Agile approach for UX using Jira.

PROFESSIONAL EXPERIENCE

UI/UX Designer (Web & Mobile) at V- Key, Chennai.

May 2022 – May 2023

Key Accomplishments

- Led UI/UX enhancements for the V-Key ID mobile application, a secure transaction module utilized by leading banks like DBS in Singapore, leading to a remarkable 10% improvement in critical performance metrics.
- Directed the end-to-end transformation of the V-Key Dashboard, a unified SaaS-based platform consolidating their complete product suite, leading to a significant reduction in bounce rate and a noteworthy increase in user engagement with extended time spent on the page among users.

UI/UX Designer (Web & Mobile) at Cloud- Kinetics, Chennai.

Aug 2021 – May 2022

Key Accomplishments

- Played a pivotal role in the UI/UX design of the web app dashboard for the cloud-based product application, Arcus, achieving significant improvements in the overall user experience and the streamlining of UX processes, subsequently leading to reduced bounce rates and heightened customer retention metrics.

UI/UX Designer (Web & Mobile) at B-Mates (Freelance), Bengaluru.

Aug 2020 – June 2021

Key Accomplishments

- Contributed to UI/UX design for the Albayt Alomancy food delivery app, encompassing three distinct applications (customer, driver, and restaurant admin) on both iOS and Android platforms, enhancing user experiences across all facets of the service.
- Led the UI/UX design for the iOS app, ArtStore, an online art exhibition and sales platform, introducing a distinctive design concept featuring a monochromatic palette of black, white, and grey throughout the app for a truly unique visual/user experience.

UI/UX Designer (Mobile & Industrial Machines) at Tenecom Technologies (Advance ai), Bengaluru.

Key Accomplishments

January 2020 – May 2020

- Conceived an innovative AR & VR application for iPad, designed to serve as a cutting-edge Mixed Reality solution tailored for industrial machines, particularly focusing on enhancing operational efficiency in the plastic injection molding sector.

UI/UX Designer (Web & Mobile) at Bharath University, Chennai.

Nov 2018 – Nov 2019

Key Accomplishments

- Contributed to UI/UX design for the mobile attendance CRM student app and handled front-end development for the website and related colleges within the university, enhancing digital experiences across both mobile and web platforms.
- Maintained daily updates for the website, ensuring it featured the latest news and events from the university and its affiliated colleges to keep the community informed and engaged.
- Successfully executed social media marketing strategies and implemented SEO techniques, including Google AdWords and Analytics, resulting in a significant increase in online presence for the university. During my tenure, the Facebook and Instagram pages garnered thousands of engaged users, effectively boosting their digital visibility and outreach.

Freelance UI/UX Designer (Mobile)

July 2018 – Sept 2018

Key Accomplishments

- Contributed to the Jusmoto project, focusing on mobile app development, to help bring the vision to life and create a compelling user experience.

Front End Web Developer & UI/UX Designer at Anji Technologies LLC, Plano TX and Noida.

Key Accomplishments

March 2016 – July 2018

- Collaboratively spearheaded UI/UX design for mobile platform and front-end development for the web component of Vemuto, an innovative app product akin to Yelp that significantly enhanced the user experience and played a pivotal role in developing the MVP of the product.
- Led front-end development for an email marketing campaign application, ensuring a user-friendly and responsive web interface enhancing user experience for email marketers.
- Played a key role in front-end web development for a Commercial Real Estate (CRE) web application, optimizing the user interface and functionality giving a seamless experience for users in the real estate industry.

Web Developer/Designer at Enavasions, Chennai.

Sept 2011 – Feb 2016

Key Accomplishments

- Operated and managed an independent freelance enterprise, assembling a skilled team of graphic designers and web developers. Collaboratively, we successfully completed and deployed approximately 30 website projects, consistently delivering high-quality digital solutions to clients

CERTIFICATIONS

- ◆ **Design Thinking & Innovation Management**
(Executive Programme) IIM Lucknow
Jan 2023 – Aug 2023

- ◆ **Information Visualization**
Interaction Design Foundation
Apr 2021 - May 2021

- ◆ **Design Thinking**
Interaction Design Foundation
Feb 2021 - Apr 2021

- ◆ **UX (User Experience)**
Interaction Design Foundation
Jan 2021 - Mar 2021

- ◆ **Mobile UX (Mobile User Experience)**
Interaction Design Foundation
Nov 2020 - Jan 2021

- ◆ **HCI (Human Computer Interaction)**
Interaction Design Foundation
Oct 2020 - Dec 2020

- ◆ **Unity 3D for VR and AR applications**
Internet Academy
Mar 2017 - May 2017

EDUCATION

- ◆ **Hindustan University, Chennai**
Pursuing MBA in Project Management
July 2022 – July 2024

- ◆ **Annamalai University, Chennai**
B.Sc. Digital Publishing
May 2011 - May 2014

- ◆ **Arena Animation, Chennai**
Diploma in GWD
June 2009 - June 2010