



AVINASH MARIMUTHU

UI/UX DESIGNER



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ABOUT ME

Experienced professional with 4.7 years of expertise, including 3 years in manual testing and 1.7 years as a UI/UX designer. Committed to creating intuitive and visually engaging digital products. Actively seeking a challenging role to apply design skills and elevate user experiences in innovative projects.

EDUCATION

B.E (Civil)

SETHU INSTITUTE OF TECHNOLOGY
2015-2019

SKILL

- UI/UX Design
- User Research
- Build IA
- Wireframing and Prototyping
- Adobe XD, Sketch, Figma
- Usability Testing
- Interaction Design
- Visual Design
- Mobile App Design
- User-Centered Design
- HTML (basic)
- CSS (basic)

SOFTWARE

- Figma
- Invision
- Protoapp
- Maze
- Adobe XD
- Illustrator
- Zeplin
- Python

PROFILE SUMMARY

- Experienced in manual testing for 3 years and UI/UX design for 1.7 years, totality 4.7 years of overall experience.
- Experienced UI/UX designer with a passion for crafting real-time, user-centric digital experiences.
- Proven track record of delivering engaging and responsive UI/UX solutions for web and mobile applications.
- Skilled in conducting rapid user research and translating insights into actionable design improvements.
- Proficient in wireframing, prototyping, and mockup creation using industry-standard tools.
- Strong collaborator, adept at working closely with cross-functional teams to ensure project success.
- Dedicated to usability and accessibility, with a focus on creating intuitive interfaces for diverse user bases.
- Expertise in information architecture and user flow optimization for seamless interactions.
- Ability to adapt and iterate quickly, ensuring designs remain aligned with evolving project goals.
- Comprehensive knowledge of design systems and style guides to maintain consistency across products.
- Well-versed in usability testing and feedback analysis to drive iterative design improvements.
- Familiarity with HTML/CSS for effective communication with development teams.
- Adept at staying updated on industry trends and best practices, bringing fresh ideas to the table.
- Problem solver with a keen eye for detail and a commitment to delivering high-quality design work.
- Effective communicator, capable of presenting design concepts and rationale to stakeholders.
- Committed to continuous improvement and learning, with a goal of pushing the boundaries of UI/UX design in real-time environments.

EXPERIENCE PROJECTS - 3

UI/UX Designer | April 2022 - Till date
MountPoint Technologies Private Limited | Bangalore

GIS DASHBOARD

- A GIS (Geographic Information System) dashboard is a software tool or application that provides a visual representation of geographic data and spatial information in a user-friendly and interactive manner.
- These dashboards are designed to help users analyze, interpret, and make informed decisions about spatial data by presenting it in a format that is easy to understand and work with.
- GIS dashboards display geographic data in the form of maps, charts, graphs, and other visual elements. This helps users gain insights into patterns, trends, and relationships within the data.
- Many GIS dashboards can incorporate real-time or near-real-time data feeds, enabling users to monitor and respond to changing conditions in a geographic area.

ROLES AND RESPONSIBILITIES

- Conducting user interviews, surveys, and usability studies to understand user needs and preferences.
 - Creating low-fidelity sketches or wireframes to outline the layout and structure of a digital product.
 - Developing interactive prototypes to demonstrate the functionality and flow of the product.
 - Crafting visually appealing interfaces that align with brand guidelines and enhance user experience.
 - Performing tests on prototypes or live products to identify and address usability issues.
 - Working closely with cross-functional teams including developers, product managers, and stakeholders to ensure design feasibility and alignment with project goals.
 - Organizing and structuring content in a way that facilitates intuitive navigation and user flow.
 - Ensuring the product is accessible to users with disabilities by following accessibility guidelines and best practices.
 - Designing interfaces that adapt seamlessly across various devices and screen sizes.
 - Implementing subtle animations and transitions to enhance user interactions and usability.
 - Creating design guidelines, style guides, and documentation for developers to implement the designs accurately.
 - Staying updated with the latest design trends, tools, and technologies to improve design processes and outcomes.
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EXPERIENCE PROJECTS - 2

Software Test Engineer | September 2020 - March 2022
MountPoint Technologies Private Limited | Bangalore

E-COMMERCE | BRAVISSIMO

- Bravissimo is a retail brand specializing in lingerie, swimwear, and clothing designed to cater to women with larger bust sizes.
- The brand is known for its commitment to providing comfortable, stylish, and well-fitting undergarments and clothing options for women who often struggle to find the right fit in mainstream stores.
- Bravissimo offers a wide range of bra sizes, swimwear styles, and clothing collections, emphasizing both support and fashion to boost women's confidence.
- With a focus on inclusivity and body positivity, Bravissimo has earned a loyal customer base and continues to expand its offerings to empower women of all shapes and sizes.

ROLES AND RESPONSIBILITIES

- Understand e-commerce business requirements thoroughly.
 - Identify potential testing areas to ensure robust functionality.
 - Develop comprehensive test plans for the e-commerce platform.
 - Create detailed test cases to cover all aspects of the platform.
 - Verify critical functionality, including the checkout process and payment gateways.
 - Ensure accurate inventory management testing.
 - Identify and report defects found during testing.
 - Track defects through resolution to closure.
 - Collaborate with cross-functional teams for timely product delivery.
 - Participate in test design reviews to enhance coverage.
 - Conduct regression testing to prevent new feature issues.
 - Perform exploratory testing to find unanticipated defects.
 - Verify compatibility with various web browsers, devices, and OS.
 - Create and maintain comprehensive test documentation.
 - Develop test plans, cases, and document test results.
 - Provide daily stand-up updates on testing progress.
 - Suggest improvements in the overall testing process.
 - Recommend test automation to enhance efficiency.
 - Maintain a high level of attention to detail in testing activities.
 - Ensure the e-commerce platform meets high-quality standards and provides a seamless user experience.
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EXPERIENCE

PROJECTS - 1

Software Test Engineer | April 2019 - August 2020
MountPoint Technologies Private Limited | Bangalore

HEALTH INSURANCE | B AND CE INSURANCE

- B and CE Insurance is an insurance provider that offers various insurance products and services to individuals and businesses.
- B and CE Insurance provides a range of coverage options, including auto insurance, home insurance, commercial insurance, and more, tailored to meet the specific needs of their customers.
- The company focuses on a customer-centric approach, providing personalized insurance solutions and excellent customer service.
- B and CE Insurance assists clients in managing and mitigating risks by offering comprehensive insurance plans designed to protect against unexpected events and financial losses.

ROLES AND RESPONSIBILITIES

- Understanding the Healthcare business requirements and identifying potential areas for testing.
 - Creating and executing test plans and test cases for the Healthcare platform.
 - Identifying and reporting defects found during testing, and tracking them through resolution.
 - Collaborating with cross-functional teams to ensure the timely delivery of quality products.
 - Participating in test design reviews and providing feedback to improve test coverage.
 - Conducting regression testing to ensure that new features do not break existing functionality.
 - Performing exploratory testing to identify additional defects or issues not covered in the test cases.
 - Verifying the compatibility of the e-commerce website with various web browsers, devices, and operating systems.
 - Creating and maintaining test documentation, such as test plans, test cases, and test results.
 - Participating in daily stand-ups and providing status updates on the testing progress.
 - Suggest improvements in the overall testing process, such as test automation, to improve efficiency and effectiveness.
 - Staying up-to-date with the latest testing tools and techniques.
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