SIVALALITHAMBAL B

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SUMMARY

Creative and Hard working UI/UX Designer with hands-on experience of 4-month internship, specializing in user research and applying user-centered design principles. Skilled in creating intuitive, engaging digital products through wireframing, prototyping and usability testing. Proficient in design tools like Figma and Adobe XD, with a strong focus on enhancing user experiences through thoughtful, research-driven design solutions.

TECHNICAL SKILLS

Figma, WordPress, Wireframing, Responsive design, Prototyping, User Research, Style guides, Design thinking, Miro,FigJam, Usability Testing, Information Architecture.

SOFT SKILLS

User-Centered Design, User Research & Analysis, Problem-Solving, Communication & Collaboration, Time Management.

CERTIFICATES

- UI/UX Designing at GUVI-IITM Incubated Company (Mar-May 24)
- Enterprise Design Thinking Online Course by IBM - May 2024

EXPERIENCE

Blue Basket Pvt Lmt │ Coimbatore

UX/UI Designer Intern │ 07/2024 - Present
Project Name - Legal Insight (Aug 2024 to Oct 2024)

LegalInsight is a web app designed to make legal services more accessible and convenient for everyone. It connects users with lawyers for virtual consultations, offers secure document sharing, and provides clear pricing. The app simplifies the process of getting legal advice, making it faster and easier without the need for physical visits. LegalInsight is built to serve individuals, businesses, and corporate legal teams, ensuring a smooth and efficient legal experience.

Responsibilities:
- Conducted market research on legal service platforms.
- Designed user-friendly interfaces for web apps.
- Identified & defined key features for user needs.
- Performed competitive and SWOT analyses.
- Created user personas and journey maps.
- Collaborated with developers and legal professionals.

GUVI - UI/UX Portfolio

Project Name - Bill Genie (May 2024 to July 2024)

Bill Genie is a comprehensive restaurant management app designed to streamline operations, improve customer experience, and increase efficiency. Key features include:
- Order management and table assignment
- Automated billing and payment processing
- Real-time inventory management and tracking
- Staff scheduling and performance analytics

NTT Data │ Coimbatore

Senior Claims Adjuster │ 10/2019 - 06/2021
Reviewed and assessed claim documentation for accuracy and compliance, demonstrating strong attention to detail and effective time management to meet tight deadlines while ensuring a positive customer experience.

EDUCATION

Bharathiyar University Distance Education │ Coimbatore
MBA │ 06/2022

CMS Collage of Science & Commerce │ Coimbatore
BSC Mathematics │ 06/2019