

AMRUTHA PRABHAKARAN

Architect & Designer

SUMMARY

With a solid foundation in design principles and an acute attention to detail, I excel at translating intricate requirements into intuitive and visually captivating interfaces. Through my proficiency in user research, wireframing, and prototyping, I ensure that my designs not only meet user needs but also deliver seamless and enjoyable interactions. With a passion for creating impactful user experiences, I am dedicated to pushing the boundaries of design to create memorable and engaging digital products

WORK EXPERIENCE

UX/UI Designer July 2023
Pro-Bono Client Project, Digitas, Singapore

Service blueprint design to enhance intern onboarding experience

- Conducted user research via interviews with interns and managers to gather insights and identify pain points.
- Performed comparative analysis of onboarding programs for further research.
- Led a successful design workshop with stakeholders to uncover intern onboarding pain points.
- Created personas and a digitally illustrated storyboard to map the ideal intern journey and proposed solution.
- Developed a comprehensive service design blueprint to enhance intern engagement and support.

NUS UX Design Oct 2022-Dec 2022

I developed an intuitive size calculator design solution for an online fashion retail app, resolving sizing inaccuracies and enhancing the overall user experience.

Architect Dec 2020-Oct 2021




Trainee Architect Sep 2020-Dec 2020
Al Zayani Engineering, Kingdom of Bahrain

In my previous work experience, I produced conceptual sketches, 3D models, and visualizations for residential and industrial projects. I also drafted architecture and MEP drawings, led a team in school renovation projects, and created detailed 3D models and renders for interiors.

Freelance Designer May 2018-Sep 2020

I have created visually appealing designs, including Company Profiles, Advertisement Flyers, e-cards, and Digital Artwork. Additionally, I have utilized my architectural design skills to prepare CAD drawings, 3D visualizations, and develop budget villas for a villa complex in Kerala.

CONTACT

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EDUCATION

General Assembly July 2023
User Experience Design Immersive

NUS UX Design Dec 2022
National University of Singapore School of Computing

Bachelor of Architecture May 2018
National Institute of Technology, Calicut, India
Graduated with First Class Honors

SKILLS

User Research
Information Architecture
Wireframes & Prototyping
User Persona Development
Interaction Design
UI Design
Visual Design
Usability Testing
Storytelling
Illustrations & Artworks

TOOLS

Figma
Adobe Photoshop
Adobe InDesign
Adobe Illustrator
User Research
AutoCAD
3D Modeling (Revit, SketchUp, 3ds Max)
3D Rendering (V-Ray, Lumion)