AMRUTHA PRABHAKARAN

UX/UI Designer I Architect

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SUMMARY

Proficient in crafting intuitive web and mobile interfaces, I align designs with industry trends, ensuring seamless interactions. With a strong foundation in design principles, I excel in user research, creating wireframes, and prototyping. Collaborative and adaptable, I thrive in group projects, integrating feedback for cohesive end products. In my previous architectural role, I adeptly managed multiple projects with tight deadlines. This, combined with my drive for pushing design boundaries, makes me a valuable asset for creating exceptional interfaces.

TECHNICAL SKILLS

User Research **I** Information Architecture **I** Wireframes & Prototyping **I** Interaction Design **I** Visual Design **I** Design Systems **I** Usability Testing **I** Art boards **I** Illustrations **I** HTML **I** CSS

SOFT SKILLS

Problem - solving **I** Continuous Learning **I** Critical Thinking **I** Storytelling **I** Attention to detail

TOOLS

Figma **I** Adobe Photoshop **I** InDesign **I** Adobe Illustrator **I** Procreate **I** Visual Studio Code **I** AutoCAD **I** Revit **I** SketchUp **I** 3ds Max **I** V-Ray **I** Lumion

WORK & DESIGN EXPERIENCE

User Interface Design Intern I PolyDesign, India   Jan 2024 -Present

Coincharted
- Developing prototypes for an AI strategy-based crypto trading portal.
- Working closely with the AI development team to align UI with trading algorithms.
- Creating detailed design documentation and closely collaborating with the product lead.

Health Track App
- Led research and competitive analysis to inform design decisions for a health tracking app, synthesizing insights from tele-health and health app sectors.
- Currently spearheading the design of the onboarding experience for our mobile app.
- Creating prototypes and high-fidelity mockups for presentation, prioritizing usability and educating users on health biomarkers.

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

Service blueprint design to enhance intern onboarding experience
- Conducted user interviews, performed comparative analysis of onboarding programs.
- Led a successful design workshop with stakeholders to uncover pain points and gather insights.

Created personas, a digitally illustrated storyboard, and a comprehensive service design blueprint to enhance intern engagement and support.

User Experience Design Immersive Graduate Ι General Assembly, Singapore   May – July 2023
Projects
- **Eileen Town Unwrapped**
  Enhanced Eileen Town gift shop website by revamping checkout flow, introducing filtered options, and optimizing information architecture to tackle purchase obstacles and navigation challenges.
- **NUS MuseumXperience**
  Enhanced the National Museum of Singapore experience with an intuitive itinerary planner, seamless online ticket purchasing, and an interactive map for easy exploration.
- **CommuteChime**
  Designed a personalized alarm app for commuters. App sets alerts for timely bus catches based on preferred routes and bus numbers, enhancing daily journeys.

NUS UX Design Ι Singapore   Oct 2022-Dec 2022
- Developed an intuitive size calculator design solution for an online fashion retail app, resolving sizing inaccuracies and enhancing the overall user experience.

Architect Ι Al Zayani Engineering, Kingdom of Bahrain   Dec 2020-Oct 2021
Trainee Architect   Sep 2020-Dec 2020

- Produced conceptual sketches, 3D models, and visualizations for various projects.
- Drafted architecture and MEP drawings for approvals and tenders.
- Led a 3-member team for Ministry of Works' school renovation projects, overseeing scheduling, documentation, and drawings.
- Created detailed 3D models and renders for interiors

Freelance Designer   May 2018 - Sep 2020
- Specialized in delivering high-quality graphic design work while also contributing to digital marketing efforts.
- Created a range of materials such as Company Profiles, Advertisement Flyers, e-cards, and Digital Artwork.

EDUCATION

General Assembly, Singapore   July 2023
User Experience Design Immersive Bootcamp

NUS UX Design (Short Course)   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

CERTIFICATES

Learn CSS Course   Jan 2024
Codeacademy

Learn HTML Course   Jan 2024
Codeacademy

Web3 Design and Security Essentials   Dec 2023
LinkedIn

Service Design for the Real World: A Practical Introduction   Jul 2023
Udemy

Adobe Photoshop Certification   Dec 2016
Global Institute for Management Science

Autodesk Revit Architecture Certification   Jul 2015
CADD Centre Training Services Pvt Ltd.