

# PRASSANTH VETRIVEL

## UX/UI Designer

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Bangkok, Thailand



## SUMMARY

Passionate about pushing the boundaries of UX/UI design, bringing a unique blend of technical expertise and creative problem-solving. With experience in leading end-to-end feature development and overhauling design systems, demonstrated ability to enhance user experience and boost engagement metrics significantly. Skilled in using Figma and design tokens to streamline design processes, committed to creating intuitive and efficient digital solutions that align with innovative product goals. Excited to contribute to a forward-thinking team and impactful projects.

## EXPERIENCE

### UX/UI Designer

#### Block Aero

01/2023 - 01/2023 Bangkok, Thailand

- Curated and maintained the Design System while leading end-to-end feature development; conducted user research with 50 participants, identifying improvements that reduced application loading times by an average of 2 seconds
- Tested converting our Figma styles to Design Tokens using Figma Variables and created over 193 Figma Variables for all our styles
- Worked on a complete full-new feature for Block Aero that had to do with Aircraft Disassembly companies looking to sell aircraft parts to China through Civil Aviation Authority of China, the CAAC and disassembly regulators AFRA
- Designed and maintained over 15 components for the Block Aero Library and Design System and added detailed rules for best practices and proper use of the components in Design and Code

### Director

#### Carnivore Digital Co., Ltd

01/2019 - 01/2023 Bangkok, Thailand

- Performed C-suite tasks to run and manage Digital Marketing company from 2019 till 2023
- Launched and grew five social media communities including Twitter, Instagram, and LinkedIn; engagement growth 45% higher than the average
- Landed two of the biggest 200K a month accounts for the agency
- Analyzed data from 25,000 monthly active users and used outputs to guide marketing and product strategies; increased average app engagement time by 2x
- Generated 12,000 unique users, 30,000 page views, and 2000 newsletter sign-ups in 3 weeks by strategically leveraging social media advertising (Facebook and Instagram)

### Digital Marketing Manager

#### Dome Furniture

01/2011 - 01/2019 Riyadh, KSA

- Facilitated as a sound engineer for AM Studio and Sony for three years
- Led full redesign of website with findings from customer segmentation and competitive research, increasing website leads by 200%
- Pioneered social media campaign to increase the total Instagram followers from 3,000 to 60,000

## TRAINING / COURSES

### Complete iOS 11 & Swift Developer

Udemy

## SKILLS

3DS Max

Customer Segmentation

Facebook Ads

Figma

Google Ads

Google Analytics

HTML

Icloud

Ios

Java

SEO

Shopify

Social Media Advertising

Squarespace

Swift

Usability Testing

User Research

Webflow

Wireframes

Wix

Wordpress

## FIND ME ONLINE



LinkedIn

<https://linkedin.com/in/prassanthv>



Website

<https://www.prassanthvetrivel.com/>

## EDUCATION

### Master of Business Administration

#### Harbour.Space

05/2021 - 04/2022 Bangkok, Thailand

### Bachelor of Music

#### San Francisco State University

01/2007 - 01/2011 San Francisco, CA

## PASSIONS



Books



Music