PRADEEP DURAIRAJAN RAMAN

UI/UX DESIGNER

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UI/UX Designer with over 2 years of design experience — including professional work at INVOKE Solution across fintech, healthcare, HR tech, e-commerce, and political platforms. Proficient in Figma across the full design process: user research, wireframing, prototyping, design systems, and developer handoff. Experienced across web apps, mobile apps, dashboards, and landing pages. Actively integrates AI tools into daily design workflow. Open to remote opportunities.

EXPERIENCE

UI/UX Designer · INVOKE Solution — Oct 2025 – Present

- Led end-to-end UI/UX design across HR tech, healthcare, e-commerce, and political sectors from user research and wireframes to high-fidelity Figma prototypes and developer handoff.
- Designed Adnexio Bootcamp 2.0, a full EdTech platform with 40+ screens covering learner dashboard, mentor console, and admin console with role-based access control.
- Designed BERSAMA — a political party engagement ecosystem spanning desktop web app, mobile app (iOS/Android, live on Play Store), and public website (bersama.org) with gamification and election tracking.
- Built and maintained token-based design systems with brand/semantic color palettes, typography scales, and reusable component libraries across all surfaces.
- Delivered KPJ Healthcare patient portal redesign, Fresh Cleaning landing page, and Adnexio Bootcamp marketing site as primary designer.
- Wrote detailed developer specs covering all screen states, edge cases, empty states, and loading states.

UI/UX Design Intern · INVOKE Solution — July 2025 – Oct 2025

- Designed Adnexio Chat messaging app UI — inbox structure, conversation flows, and notification management.
- Improved Parkson Credit e-commerce UX — redesigned product discovery and checkout flows to reduce cart drop-off.
- Designed N9 Arena ticketing platform landing page focused on event visibility and conversion-driven layout.

SKILLS & TOOLS

Design Tools: Figma, FigJam, Adobe XD, Framer

AI Tools: Claude, Claude Cowork, Figma AI Agent, ChatGPT, Gemini, Lovable, Stitch, Antigravity

UX Process: User Research, Wireframing, Prototyping, Information Architecture, Usability Testing, Design Systems, Dev Handoff

Design Skills: UI Design, Interaction Design, Web, Mobile, Dashboard Design, Component Design, Design System

PROJECTS

BERSAMA — Political Party Platform

Desktop web app, mobile app (iOS/Android, live on Play Store), and public website. Covers member activities, PACA election-day management, leaderboard & gamification, and live election results tracking across multiple Malaysian states.
Link: https://bersama.org/ms

KPJ Healthcare — Patient Portal

Accessible patient portal redesign with streamlined appointment booking, improved information hierarchy, and a focus on usability for a broad demographic.
Link: https://coe.kpjhealth.com.my/

Parkson Credit — E-Commerce UX

Product discovery and checkout flow redesign aimed at reducing cart drop-off and improving overall conversion through clearer UX patterns.
Link: https://www.parksoncredit.com.my/

N9 Arena — Ticketing Landing Page

Conversion-focused marketing landing page for a ticketing platform with strong event visibility, hierarchy, and CTA placement.
Link: https://n9arena.my/

Adnexio Bootcamp 2.0 — EdTech LMS Platform

40+ screen platform with learner app, mentor console, and admin console. Features phase-aware navigation, assessment gating, instalment payment flows, and a full token-based design system across three distinct user roles.

Adnexio Chat — Messaging App

Real-time messaging UI with structured inbox, conversation flows, and notification management designed for HR platform users.

EDUCATION

UI/UX Design · Adnexio Bootcamp & Self-Directed Learning — 2024 – 2025

Hands-on industry projects · Figma proficiency · UX process training

Diploma in Cruise Management & Culinary Arts — Jan 2015

Kolej Antarabangsa GreenCity (KAGC)

LANGUAGES

English (Professional) · **Malay** (Professional) · **Tamil** (Native) · **Japanese** (Basic)