

# Sagar Ajithkumar

• +64 273895603 • [aleasorg18@gmail.com](mailto:aleasorg18@gmail.com)

• Portfolio: [sagaraleasorg.com](https://sagaraleasorg.com) • LinkedIn: [linkedin.com/in/sagaraleasorg](https://linkedin.com/in/sagaraleasorg)

## EXPERIENCE

### UX UI Designer | DigitalDNA (Freelance)

March 2024 - Present | Auckland, New Zealand

- Design visually appealing, user-friendly websites for clients, ensuring alignment with brand identity and business goals.
- Create wireframes, mockups, and prototypes to communicate design concepts and user flows.
- Conduct usability testing and gather feedback to improve the overall user experience.
- Spearheaded a redesign project for a major client that led to a 40% increase in online sales and a 25% reduction in bounce rate.

### Senior UX UI Designer | Wowmakers (Freelance)

January 2024 - Present | Kochi, India

- Mentoring and managing a design team of 5 designers of a startup.
- Oversaw the design system, ensuring product uniformity and providing guidance for its consistent implementation across teams.

### UX UI Designer | Tata Consultancy Services

June 2022 - June 2023 | Kochi, India

- Accomplished successful project deliveries, earning a flawless 5/5 satisfaction rating from all external clients, resulting in an increased number of engagements.
- Designed the shelf replenishment application for a well-known multinational corporation based in the UK, operating in the supermarket industry, resulting in substantial time savings of 40-50% for their workforce.
- Collaborated with the UX Manager in coordinating workshops, performing user research, generating wireframes, crafting visual designs, and prototyping user interactions.
- Worked in the revamp of legacy systems during their transition to a new infrastructure.
- Managed the project using agile development framework to assure efficiency and quality delivery.

### Technical Lead - UX/UI | Wowmakers

August 2019 - May 2022 | Kochi, India

- Supervised a team of 5 junior designers and effectively increased the design team's impact on the company performance.
- Ensured designs met WCAG, ADA and AODA accessibility standards, promoting inclusive and accessible digital experiences for all users.
- Increased the conversion rate of a proficient software development services company by revamping their website, emphasising user-friendly design principles, resulting in a noteworthy 19% increase.
- Increased the engagement of Gen Z users in news consumption by designing a mobile application through extensive user research and multiple iterations, sketching, wireframing, prototyping.
- Redesigned India's first crypto exchange platform and integrated with notable features.

### UX UI Designer | Perfomatix Solutions

November 2018 - August 2019 | Trivandrum, India

- Collaborated with clients across diverse industries, including banking, healthcare, logistics, B2B, SaaS and e-commerce, to deliver effective UX solutions.
- Designed mobile application for IoT-Powered smart water metre resulting in a 20% reduction in monthly water usage and significant cost savings.
- Developed graphic standards for various projects, conceptual design direction, and client presentations for several winning design proposals.

### UX UI Designer | Appzoc Technologies

February 2017- September 2018 | Kochi, India

- Increased user engagement of the company website by 31%, achieved through multiple rounds of user testing, sketching, wireframing, and prototyping.
- Designed and redesigned apps and websites for various types of businesses, resulting in an increased number of engagements.

## SKILLS

- **Design Tools:** Figma, XD, Adobe Illustrator, Photoshop, Premiere Pro, After Effects, Webflow, Framer, HTML, CSS, Java Script, React JS, Spline.
- **Design Skills:** Design Systems, Information architecture, Wireframing, Rapid Prototyping, Human Interface Guidelines, Wireframing, Visual Hierarchy, Typography, Iconography, Motion Design, Microinteractions, Design Documentation, Platform-Specific Components (iOS | Android).
- **Research Skills and Tools:** Usability Testing, User Testing, Persona Development, Heuristic Evaluations, A/B Testing, Diary Study, Data Visualization, WCAG Accessibility Testing, Ethnographic research, Diary studies, Service blueprints, Journey maps, Alchemer, Hotjar, Semrush, Power BI, Nvivo, Qualtrics.
- **Strategy Skills and Tools:** Agile Methodology, Scrum, Kanban, Trello, Jira, Atlassian, Asana, Slack, Confluence, Miro, Figjam.

## EDUCATION

### **Bachelor of Technology in Computer Science**

Calicut University, Kerala, India

2012-2016

### **Google UX Design Professional Certificate**

Online, 2021