

NIVETHA ARULMURUGAN

UI/UX Designer

nivethaportfolio.framer.website
Nivethaarul29@gmail.com
+91 87545 80053
Chennai, India

WORK EXPERIENCE

SD Innovations / UI/UX Designer

JUL 2025 – PRESENT, CHENNAI, INDIA

Designed end-to-end experiences for enterprise B2B and SaaS products, including a campaign management platform used by Fortune 500 companies such as Amazon. Translated complex requirements and workflows into user flows, wireframes, high fidelity interfaces, and interactive prototypes, while building on reusable design system components. Worked closely with Product and Engineering to understand constraints, explore solutions, incorporate feedback, and refine designs through implementation. Took a hands on approach to solving ambiguous UX problems and used AI assisted workflows for faster ideation, UX copy, visual exploration, and prototyping.

Pingus / UI/UX Designer

FEB 2024 – MAR 2025, CHENNAI, INDIA

Designed and shipped 10 production ready e-commerce websites across Shopify and Wix Studio, taking designs from Figma through frontend implementation and post launch maintenance. Created responsive, mobile first experiences by translating business requirements into practical design solutions. Conducted user research and competitive analysis, developed wireframes and prototypes, and used A/B testing and user behavior analytics to identify friction and iterate on designs. Collaborated directly with clients and development teams to balance user needs, business requirements, and implementation constraints.

Brandcode / UI/UX Designer (Freelance)

APR 2025 – JUNE 2025, REMOTE

Designed and developed responsive websites using Framer and Wix, translating business requirements into visually engaging and functional experiences. Worked directly with clients to understand requirements, explore design solutions, and refine interfaces based on feedback, usability, and brand consistency.

EDUCATION

Web D School / Advanced Graphic & UI/UX Design

2023, CHENNAI

SRM School of Architecture / B.Arch

2018 – 2023, CHENNAI

PROFESSIONAL SUMMARY

UI/UX Designer with almost 3 years of experience designing enterprise B2B/SaaS and digital products. Experienced in taking complex product problems from requirements and workflows to user flows, prototypes, high fidelity interfaces, and scalable design systems. Strong in Figma, interaction and visual design, with a hands on approach to solving product and technical constraints. Comfortable working independently, incorporating feedback, and collaborating with Product and Engineering to turn ideas into practical user experiences.

TECHNICAL SKILLS

Design & Interaction

- User Research, Interviews & Usability Testing
- User flows & journey mapping
- Information architecture
- Wireframing & prototyping
- Visual & Responsive Design
- Problem Solving
- A/B Testing & Analytics

UI & Systems

- Design Systems, Components & Figma Libraries
- WCAG Accessibility
- Cross functional collaboration

AI & Tools

- Figma (advanced)
- Adobe Suite
- AI-assisted design workflows (ChatGPT, Claude, Figma Make, Lovable)
- Shopify, Wix, Framer
- HTML/CSS familiarity