

AJU SURESH

Senior UI/UX Designer

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PROFESSIONAL SUMMARY

Senior UI/UX Designer with 8+ years of experience in the UAE designing user-centered web and mobile applications. Proven expertise in user research, wireframing, prototyping, usability testing, and visual design. Proficient in Figma, Adobe XD, Sketch, and the Adobe Creative Suite. Experienced in building design systems, creating responsive interfaces, and collaborating closely with developers and product teams to deliver high-quality digital products.

PROFESSIONAL EXPERIENCE

Senior UI/UX Designer

May 2023 – Present

RZR LLC — Dubai, UAE

- Developed comprehensive design systems ensuring consistent brand identity and improved user engagement across multiple digital platforms.
- Collaborated with product managers and engineers to translate complex requirements into intuitive, user-friendly interfaces, enhancing customer satisfaction.
- Conducted usability testing and iterated on prototypes to increase accuracy and effectiveness of user interactions.
- Mentored junior designers to elevate team skill levels and streamline project workflows for faster delivery.
- Analyzed market trends and competitor products to inform design decisions and improve product market responsiveness.

Senior UI/UX Designer

Apr 2017 – Apr 2023

Designfort Software House LLC — Dubai, UAE

- Conducted user research and usability testing to identify pain points, improving customer engagement through intuitive interface modifications.
- Developed wireframes and interactive prototypes that streamlined design iterations, accelerating product development timelines.
- Collaborated with cross-functional teams to ensure design consistency and brand alignment across platforms.
- Analyzed user behavior data to inform design decisions, increasing feature adoption rates by aligning product experiences with user needs.
- Key projects: Dubai Police Forensic Application, UAE Football Association Website, Filli Brand Website.

UI Designer

Jun 2016 – Sep 2017

RCG Global Services — Kochi, India

- Designed user-centered web and mobile applications with a strong focus on usability and accessibility.
- Created responsive interfaces for websites and mobile apps, translating business requirements into intuitive UI solutions.
- Worked closely with developers to ensure pixel-perfect implementation of designs.

UI Designer / Developer

Aug 2013 – May 2016

Faircode Technologies — Kochi, India

- Created branding, marketing creatives, and digital assets for web platforms.
- Translated business requirements into UI solutions and collaborated with QA testers to ensure pixel-perfect implementation.

Designer Engineer

Aug 2012 – Aug 2013

ZIGNSOFT Technologies

- Assisted in logo design, brochures, and print materials, supporting senior designers on client projects.
- Created branding, marketing creatives, and digital assets.

CORE SKILLS & TOOLS

Design Tools:

Figma, Adobe XD, Sketch, Adobe Photoshop, Adobe Illustrator, Adobe Lightroom, InVision, Adobe Creative Suite

UX & Design Skills:

User Interface Design, User Experience Design, User Research, Wireframing, Prototyping, Usability Testing, User Journey Mapping, Customer Lifecycle Mapping, Interaction Design, Design Thinking, Design Systems, Component Libraries, Storyboarding, Responsive Design, Accessibility, High-Conversion Landing Pages, Branding & Identity, Digital Illustration, Icon Design, Logo Design, Print Publication Design, Event-Based Digital Journeys, Authentication Flows, Digital Signature UX

Technical Skills:

HTML, CSS, UI Development, AI Technology Integration, macOS & Windows Systems

Soft Skills:

Cross-functional Collaboration, Mentoring, Continuous Improvement, Brand Consistency, Stakeholder Communication

EDUCATION

Diploma in Graphic & Web Designing	2012 – 2013
Post Graduate Diploma in Computer Application	2007 – 2009

LANGUAGES

English (Professional) • Hindi (Conversational) • Malayalam (Native) • Tamil (Conversational)