

Sachin Thumbarathy

User Experience Designer | 9 Yrs Exp

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EXPERIENCE

Ezetap Mobile Solutions Pvt Ltd — Heading UX Design

JUNE 2019 - PRESENT

User Research, User journey, Task flow - Flowchart, Lo-Fi & Hi-Fi wireframing, Wireframe prototyping, UI design, UI Prototyping, App branding (+ Custom theme based on client branding), Design Documentation.

Ezetap is a merchant's payment solution company.

Payment Options: Card, UPI, BharatQR, Payment Link, EMI, Brand EMI (No Cost), Brand Offers (Cashbacks, Discounts), Paytm, PhonePe, Amazon Pay, Cash, Cheque/DD, and other wallets.

Features: Omni Channel Payment acceptance, API & SDK integration, P2P (Push 2 Pay: request from Terminal POS machine), PPP (Pull-Pay-Post: Fetch details from client's server, Pay and Push pay details to client's server), DCC (Dynamic Currency Conversion: Option to pay in merchant's currency or in card's currency), Service Fee (for Govt), Tips for restaurant, Pay by Link, Smart-Receipt, Dynamic QR(For UPI, BQR, Wallets) etc.

Freelancer — UX Designer & Motion Graphics

MAY 2018 - JUNE 2019

Designed app from idea stage to final design for a Netherlands based on-demand taxi service - One2Go (MVP). Worked closely with developers and stakeholders. Designed website for Radic Automation. Created multiple gfx, motion gfx, branding and ui/ux designs for various clients around the globe.

farmingcolors.com, Kochi — UX Designer, Design Lead

MARCH 2016 - MAY 2018

Solely researched, designed, and prototyped a more valuable and approachable experience for non tech-savvy user. Created internal systems and admin dashboards for easing up the packing process and to maintain the traceability of the system.

babajob.com, Bangalore — UX Designer

JUNE 2015 - AUG 2015

In a two months span, I created simplified user journey, wireframe, and

SKILLS

Design: Illustration & UI graphics · Strategy & vision presentations · User flows · Concept sketches · Wireframes & mockups · Motion graphics design · Production redlines · Style guides & pattern library

Prototyping: Wireframe Prototyping (PDF) · Rapid prototyping · Interactive flow · Motion graphics · Angular

Research: Data analysis (AppAnnie, Analytics) · Task analysis & persona hypothesis · A/B Testing & Experiment · Cafe & diary study · Cognitive walkthrough

Collaboration: Organizing product teams · Facilitating design critique · Self Starter · Detail oriented · Flexible · Communicative · Quick learner

TOOLS

Adobe XD · Sketch · Figma
Balsamiq Wireframes
After Effects · Principle
Adobe Creative Suite
Can self learn any tools

LANGUAGES

HTML / CSS · Javascript · Python

information architecture for existing version. Conceptualized a future concept design.

Sparsa Creative Labs, Kochi — Co Founder, Design Lead

DECEMBER 2012 - APRIL 2015

Sparsa was a design agency incubated in Startup Village. We handled Motion graphics animation, Graphics design, but specialized in UX Design. I was working closely with the startups of SV helping them with the Product designing.

EDUCATION

University of Calicut, B.Tech

Computer Science & Engineering | 2009 - 2013 | Dropout

Chief designer of Computer Science Department. Designed and executed a senior project in NLP.

Won many C-Debugging and other tech contests in various tech fest.

PROJECTS

One2Go app — On demand taxi service

#ux-design

One2Go is an on-demand taxi service, based in the Netherlands.

Solely researched, designed, and prototyped the hybrid mobile app and admin dashboard. This was an MVP, so there was no payment gateways.

Tools : Xminds, Balsamiq wireframes, Adobe XD, Adobe Illustrator

FarmingColors.com — Subscription based online grocery shop

#ux-design #design-lead #motion-graphics

Design lead - UX, UI, print design, package design, motion graphics, videos etc. I was responsible for conceptualizing, designing and executing the whole system. Created internal systems and admin panels for easing up the procurement, logistics, packing process and to maintain the traceability of the system. Created custom food ordering app for users in 2016. Entire redesigned website and ordering platform was released in 2018, with much bright and colorful revamping. I was also responsible for overseeing the project development and coordinating among developers, thus taking the role of Product manager. Conducted market and user research.

Tools Used : Balsamiq wireframes, Adobe XD, Photoshop, Illustrator, After Effects, InDesign, Premiere Pro, HTML/CSS/JS/Angular

EatNow — Generic food ordering architecture

#ux-design

Eatnow is a generic food ordering architecture, which was created after two months of extensive research and iteration. The app was created for a single location store, but designed in such a way that its scalable to a multi location

based app. This design architecture can be applied to any online ordering systems (specifically food and grocery)

Tools : Xminds, Adobe Illustrator, Adobe Photoshop

Pragati — Auditing tool

#ux-design

It is auditing tool that is used by Auditors to fill up checklist, attach files, photos & generate results. It is used by CBs to assign audits, manage reports and related communications. More than 10 Certifications Bodies and hundreds of clients use the services over 3 Sustainability Standards.

Tools : Xminds, Adobe Illustrator

Babajob — Job search portal architecture

#ux-design #design-lead

Babajob.com is India's largest digital job marketplace that connects skilled, aspiring workers such as; drivers, delivery executives, nurses, beauticians, entry-level sales and BPO executives to top brands and employers.

Tools : Balsamiq wireframes, Sketch

GuruG Learning — Teacher's daily mentor, assistant and friend.

#ux-research #ux-design

We did a 4 days workshop at Mysore, where we conducted the user research; collected requirements, problems faced by the 30+ real users (teachers of schools inside reserved-forest, where quality of education is the least), additionally there were also various book publishers, NGOs etc. These datas were quantized into information, then analyzed and designed into hi-fi wireframes, that solved the users problems, and added new features.

Tools : Adobe Illustrator, Personas

Shoponlady — Fashion marketplace for women

#ui-design

Shoponlady is like a fashion GPS for women. It is a mobile fashion marketplace built around real-time social experiences where people gather to search, save, shop, share, and sell fashion via their phones. They are transforming the traditional window shopping experience in such a way that shoppers have an unparalleled access to view in-store products and special offers available nearby, delivered directly to the palm of their hand

Tools : Adobe Photoshop, Adobe Illustrator

Elop : Express love — Tinder for love/crush

#ux-design #motion-graphics

A fun platform for teens to express their love towards their crush. Person who has a crush, can add them to their crush-list; if both of them added each other to the crushlist, only then they will know about it. By function, the average time spent on the app is low, so we made it into fun-to-use app. In the second

version, it was expanded to sending anonymous song dedication, virtual coins, option to send physical gift partnering with a bangalore based gift shop. I also created an animated explanation video.

Tools : Adobe Illustrator, Adobe After Effects

DryDay — *Social networking for social drinkers*

#ui-design

This is my first UI/UX project. It was a simple app born from a hackathon competition, later developed into a full fledged social networking app.

So I was involved from the base idea to the end of development process, with the team lead who has 15+ years of experience in mobile app development, who taught me the basics of UX, which was a stepping stone in my career.

Tools : Adobe Illustrator.

With love, thumbu.