

Sagar Ajithkumar

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EXPERIENCE

Senior UX UI Designer | Freelance

January 2024 - Present | Auckland, New Zealand

- 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.
- 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

- **Technical:** Figma, XD, Photoshop, Illustrator, After Effects, InDesign, Invision, HTML, CSS, Framer, Webflow, Spline.
- **Design:** Interaction Design, User Research, Information Architecture, Competitor Analysis, A/B Testing, User Flow, Wireframing, Usability Testing, Prototyping, Accessibility, Design System, Low-High Fidelity Mockups.
- **Collaboration:** Agile Development, Asana, Slack.

EDUCATION

Bachelor of Technology in Computer Science

Calicut University, Kerala, India

2012-2016

Google UX Design Professional Certificate

Online, 2021