

JOTHIKA K

UX DESIGNER

Experienced UX/UI Designer passionate about creating impactful, aesthetic, and intuitive digital interfaces. Certified design thinking professional with expertise in 20+ research methodologies.



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Experience

UX Designer | BPK Technologies (DA)

Feb 2022 - Jul 2024

- Conducted user research (interviews, surveys, diary studies) to understand business and user needs.
- Analyzed dental SaaS competitors using design thinking methods, and developed storyboards, and wireframes for improved UX.
- Designed a user-friendly and intuitive SaaS application by collaborating effectively with cross-functional teams, leading to the acquisition of two major US clients and significant profits of 1.5x.
- Created design system (UI components, style guide, brand kit) for brand consistency.
- Conducted user testing to optimize the designs, resulting in a 30% increase in user satisfaction and a 20% reduction in task completion time.

UX Designer | The Creative Joe (Self-employed)

Dec 2019 - Feb 2022

- Owned projects from user research & competitor analysis to UX design, prototyping, and brand identity.

Education

B.Tech Information Technology

Sri Ramakrishna Institute of Technology

2013 - 2017

Certification

Design Thinking | Unlock Innovation and User-centricity

Udemy

Issued Feb 2023

Enterprise Design Thinking Practitioner

IBM

Issued Dec 2022

- Delivered user-centric experiences across 6+ website, web app, and mobile application projects for diverse clients (i.e., e-commerce, B2B, B2C, fitness, real estate, Operations, etc.).
- Partnered effectively with clients & developers to deliver impactful solutions on time & within budget.

UX Designer & Developer | UXBox Design Studio

Oct 2017 - Nov 2019

- Implemented design-first approach, managed client relationships, and oversaw marketing activities for a growing UX team.
- Designed and developed compelling interactive websites, mobile app designs and digital graphics for up to 10+ clients from a variety of industries such as e-commerce, finance, real estate, fitness etc.,
- Designed the logo, visuals, and branding materials. And ideated various business strategies on daily basis and increased the business leads by up to 30%.
- Meticulously developed thorough scripts for user testing and interviews, ensuring comprehensive coverage of all necessary details.

Web Developer | MAIAPP

May 2017 - Oct 2017

- Designed, developed, and tested web applications using object-oriented analysis, design, and coding practices.
- Utilized the front-end dev environments and platforms for web development, leveraging its capabilities for efficient and robust application creation.
- Built user interfaces adhering to W3C standards with HTML, CSS, and JavaScript.

Skills

User Research

Design Thinking & Process

User Interaction Design

User Experience Design & User-Centered Design

Visual & Product Design

Storyboarding

Sketching, Wireframing & Prototyping

Usability Testing & Heuristic Evaluation

Accessibility Standards

Graphics Design

HTML5, CSS3, Sass & JavaScript

Tools

Figma, Sketch, Adobe XD & Balsamiq

Miro, FigJam, Mural

Zeplin, Invision, Abstract

Adobe Creative Suite

Hotjar, Google Analytics

Typeform, Optimal Workshop

Gen AI Tools