

Sarin.VK

UX Lead
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Skills

Information Architecture
Sketching And Ideating
Usability Study
Wireframing
Rapid Prototyping
Design System
User Experience Design
User Experience Research

Tools

Figma
Adobe XD
Sketch
Photoshop
Illustrator
InDesign
Sketch
HTML
CSS
WordPress

Experience

UX Lead • ZineMind Technologies • Kochi • Jan 2022 - Present

- Led a dynamic UX design team through the entire design process.
- Managed research, UI design, prototyping, usability testing, and design review.
- Facilitated cross-functional collaboration to address UX pain points.
- Contributed significantly to developing the Neutron design system for HCA.
- Ensured consistency across digital products through the design system.
- Collaborated closely with developers for the implementation of user-friendly experiences.

Senior Consultant UX • Collabera • Kochi • May 2019 - Dec 2019

As Wipro's UX Team Lead, orchestrated UX design for Qatar Airways TOPS project-

- Orchestrated overall UX design efforts
- Conducted extensive user research for informed design decisions
- Led impactful user research to shape the design process
- Created wireframes, prototypes, and high-fidelity mockups
- Collaborated with developers for seamless implementation
- Prioritized exceptional user experience throughout.

Multimedia Designer • Ecolog International • Dubai • May 2007 - May 2016

- Oversaw full-cycle user experience design for digital and mobile applications
- Produced designs and prototypes for comprehensive solutions
- Implemented new design guidelines to enhance user experiences across products
- Played a key role in website design and branding initiatives
- Managed daily customer expectation for a positive user experience
- Contributed to various departments for a holistic organizational impact
- Managed brand identity systems and graphic standards for consistency.

Design Lead • Collabera • Kochi • Mar 2005 - Mar 2006

- Led strategic design initiatives across diverse projects in identity, print & web
- Provided strong leadership for a design team
- Offered mentorship to team members for professional growth
- Organized deliverables to ensure effective project management
- Expertly crafted designs for events, infographics, and marketing materials
- Ensured impactful outcomes through creative and thoughtful design solutions

Design Lead • Calpine Technologies • Kochi • Apr 2003 - Aug 2004

- Executed various design projects encompassing print materials and web design
- Meticulously managed production processes to ensure high-quality results
- Aligned deliverables with client expectations for successful project outcomes

Senior Web Designer • A2Z Infotech • Kochi • Nov 2001 - Jan 2003

- Led various design projects
- Oversaw print materials, ensuring visual impact and quality
- Developed brand identity with a cohesive and consistent approach
- Managed web design projects, combining creativity and functionality
- Demonstrated strong project management skills
- Attention to detail contributed to successful outcomes

Multimedia Instructor • Hi-Tech Homes • Kochi • Jun 1999 - Jan 2001

- Provided specialized IT training to officers at Naval Base, Kochi.
- Enhanced officers' knowledge and skills in various IT concepts.

Education

Bachelor of Business Administration (B.B.A.) • University of Madras

Business Administration, Management and Operations

Advanced Diploma in Digital Multimedia • AICT

Digital Communication and Media/Multimedia

Certifications

Google UX Design Professional Certificate • Google

Google Credential ID • CJQW7G8FH9G4

Mobile User Experience (UX) Design • The Interaction Design Foundation

Credential ID 143758