

# SARIN.VK

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+91 892133868

## EDUCATION

**Bachelor of Business Administration**  
University of Madras

**Advanced Diploma in Multimedia**  
AICT

**Google UX Design Professional**  
Google

**Mobile User Experience Design**  
IxDF

## SKILLS

Information architecture, Interaction design, User research, Usability testing, Wireframes, Task flows, Competitive analysis, heuristic analysis, Visual design, Rapid Prototyping, Motion Design

## DESIGN TOOLS

Sketch, Figma, Adobe XD, Omnigrafle, Adobe creative suite, HTML/CSS, Proto, Framer, Invision

## EXPERIENCE

### ZineMind Technologies UX Lead

January 2022 - February 2024

Kochi

Guided and empowered a dynamic UX design team through all stages of the design process, from comprehensive research to concept design, UI design, prototyping, usability testing, and design review. Fostered seamless cross-functional collaboration to identify pain points and drive impactful improvements to the user experience through innovative design solutions. Played a pivotal role in the development of the Neutron design system for HCA Healthcare, Inc., ensuring consistency and efficiency across digital products. Collaborated closely with talented developers to transform designs into functional and user-friendly experiences. Actively engaged with cross-functional teams to align design strategies with business objectives and user requirements, resulting in optimal outcomes.

### Collabera Senior Consultant UX

May 2019 - December 2019

Kochi

As the UX Team Lead for Wipro, spearheaded the UX design of the prestigious Qatar Airways TOPS project. Developed user-friendly, accessible, and captivating user experiences by leveraging extensive research and industry best practices. Led user research initiatives to obtain valuable insights that drove informed design decisions. Skillfully crafted wireframes, prototypes, and high-fidelity mockups to effectively communicate design concepts and guide the development process. Collaborated seamlessly with developers to ensure the seamless implementation of designs, ensuring a cohesive and exceptional user experience.

### Ecolog International Multimedia Designer

May 2007 - May 2016

Dubai

Took charge of designing comprehensive user experiences for digital and mobile applications, encompassing all aspects of the design process. Produced both low and high fidelity designs along with interactive prototypes to effectively visualize concepts. Implemented new design guidelines across multiple products, enhancing their overall user experience. Played a pivotal role in website design and branding efforts, while also ensuring seamless management of customer expectations on a daily basis. Actively contributed to various departments including Marketing, IT, Proposal, and Business Development, undertaking diverse responsibilities. Additionally, conceptualized brand identity systems and diligently managed graphic standards and resources for optimal brand representation.

## CONTACT

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## Ditro Advanced Technologies Design Lead

March 2005 - March 2006

Kochi

Devised and executed strategic design concepts for a wide range of projects, including identity, print, and interactive mediums. Demonstrated strong leadership skills by guiding and supervising a team of designers, offering mentorship, support, and organizing design deliverables. Skillfully crafted designs for events, infographics, and various marketing materials, ensuring impactful and visually compelling outcomes.

## Calpine Technologies Design Lead

April 2003 - August 2004

Kochi

Successfully executed a diverse range of design projects, encompassing print materials, brand identity development, and web design. Meticulously handled each project's production process, ensuring high-quality deliverables that aligned with client expectations.

## A2Z Infotech Senior Web Designer

November 2001 - January 2003

Kochi

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. Attention to detail contributed to successful outcomes

## Hi-Tech Homes Multimedia Instructor

June 1999 - January 2001

Kochi

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

## EDUCATION & CERTIFICATIONS

### Bachelor of Business Administration University of Madras

Business Administration, Management and Operations

### Advanced Diploma in Digital Multimedia AICT

Digital Communication and Media/Multimedia

### Google UX Design Professional Certificate Google

Google Credential ID • CJQW7G8FH9G4

### Mobile User Experience (UX) Design IxDF

The Interaction Design Foundation Credential ID 143758