Niranjan Kumar M

Multidisciplinary UX/UI designer

I've been designing for over 6+ years building products that connect people with brands.

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EDUCATION

B.E Electronics & Communication Engg

KGISL Institute of Technology
/ Aug 2010 - Apr 2014

CERTIFICATION

Certified Practitioner of Human-Centered Design

LUMA Institute / Issued Dec 2021

Enterprise Design Thinking Practitioner

IBM / Issued Aug 2021

SKILLS

User Research & Storyboarding

Design Thinking Recipes

User Interaction Design

User-Centered Design & UED

Visual Design

Product Design

Sketching & Wireframing

Rapid Prototyping & Usability Testing

Graphics Design & Video Editing

HTML5, CSS3, Sass & JavaScript

EXPERIENCE

Thermo Fisher Scientific / UX Designer (Graphic Designer II)

Bangalore, KA / Apr 2021 - Present

- Currently, designing the scientific cloud applications, desktop applications, and e-GUIs to serve the scientific community across the world.
- Working closely with global cross-functionality teams to ensure the balance between the business and VoC.
- Conducted LUMA design thinking sessions with the stakeholders, brainstorming conceptual ideas, and discussing design rationale to assure the quality deliverables.
- Closely work with the development team to deliver pixel-perfect interfaces, maintain company design language, and focus on accessibility standards.
- As part of the global UX initiative, facilitated the training sessions to stakeholders across disciplines, thereby helping them to achieve a design thinking mindset.

RSIN Flexirentals (RentSher) / Design Lead

Bangalore, KA / Dec 2018 - Mar 2021

- Redesigned and improved the re-commerce platform by researching the user patterns from databases, workshops, and structured the user flow, usability factors, interfaces, etc., thereby gradually growing the sales by 40%.
- Lead the design of the next-gen mobile app to provide an intuitive and seamless re-commerce experience to the users, businesses, and vendors.
- Collaborated with the marketing team to deliver creative for SMM, product promos, online ads, and campaigns.
- Lead the team of interns and developers.

UXBox Design Studio / Senior UX/UI Designer

Coimbatore, TN / Oct 2017 - Sep 2018

- Spearheaded the design-first approach initiatives, client handlings, team management, and marketing activities.
- Created compelling interactive websites, mobile app designs and digital graphics for up to 10+ clients from a variety of industries.
- Prepared detailed user testing and interview scripts.
- Co-built 3-person design team from the ground up, handling resource interviewing, and selection.

TOOLKIT

Figma

Sketch

Adobe XD

Miro, FigJam

Zeplin

Invision

Abstract

Adobe Ilustrator

Adobe Photoshop

Balsamiq

Usability Hub

MS Office

Corpuslabs Solutions PVT LTD / UX/UI Designer
Coimbatore, TN / Dec 2016 - Oct 2017

- Served as sole designer handling the entire digital face of the company from customer-facing websites, applications, marketing assets, etc.,

- Delivered end-to-end cloud ERP platform for four business streams from scratch by conducting a three-month-long diary study with 5 major clients.

- Converted qualitative data into quantifiable variables for data analysis and revamped the existing software patterns

- Redesigned the logo, visuals, and branding materials. And ideated various business strategies on daily basis and increased the business leads by up to 30%.

Redd Robotics / UX/UI Designer & Frontend Developer
Chennai, TN / May 2015 - Sep 2016

- Designed and built a responsive product website (3Ding.in) integrated with an e-commerce store, 3D file uploads, training, and articles for India one of the largest manufacturers of 3D printers and printing services.

- Was part of the core R&D team in creating the physical design of 3D printers and GUI software interface for the best customer experience.

- Led the team of designers, developers, and digital marketers in building the website from scratch.

- Acted as a human resource person and BD from time to time.