Yadhu Maliekkal Joseph | UX Designer

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Professional Summary

Highly skilled and dedicated UX Designer with a proven track record of delivering exceptional user experiences. I have a deep understanding of user-centered design principles and methodologies. I excel in conducting user research, creating wireframes and prototypes, and collaborating with cross-functional teams to bring designs to life. As a creative problem solver, I thrive in fast-paced environments and enjoy tackling complex design challenges. I am passionate about creating seamless and engaging experiences that delight users and drive business success.

Work Experience (12+ Years)

Senior Lead UX Designer
Experion Technologies, Cochin, Kerala, India (Remote) *November 2020 – Present*

- Proven expertise in leading and executing end-to-end UX design projects, ensuring high-quality deliverables and successful outcomes.

- Demonstrated ability to align design solutions with user needs, business objectives, and industry best practices, resulting in impactful user experiences.

- Extensive experience in conducting user research, employing various methodologies to gain deep insights into user behaviour, preferences, and pain points.

- Proficient in creating comprehensive UX artifacts, including user personas, journey maps, wireframes, and interactive prototypes, to effectively communicate design concepts and guide development teams.

- Skilled in conducting usability testing and incorporating user feedback to iteratively improve designs for enhanced usability and user satisfaction.

- Strong leadership skills, with a track record of mentoring and guiding junior designers, fostering a collaborative and high-performing team culture.

- Exceptional problem-solving and analytical abilities, allowing for the identification and resolution of complex UX challenges to deliver intuitive and seamless user experiences.

- In-depth knowledge of UX design principles, information architecture, interaction design, visual design, and accessibility standards.

- Proficient in utilizing industry-standard design tools, such as Figma, Sketch, Adobe XD, and InVision, to create visually appealing and functional design deliverables.

UI/UX Designer
Mishipay, Bangalore , India *May 2018 - October 2020*

Lead Designer - UI/UX
76DE Technologies, Cochin, India *December 2015 - April 2018*

UI Designer
Global Infonet, Cochin, India *September 2014 - September 2015*

Creative Designer
Glitz IT Solutions, Thrissur *December 2010 - August 2014*

Skills

User research, User-centered design, Design thinking, Information architecture, Interaction design, Wireframing, Prototyping, Collaboration & Communication, Leadership

Tools

Figma, Sketch, Miro, Adobe Creative Suite, Balsamiq, Zeplin, Invision, HTML/CSS, MS Office, Jira, Confluence

Education

AAASP - Arena Animation Academy Specialist Program
Arena Animation, Ernakulam, India *March 2008 - March 2011*

A Levels – Computer Science
St. Joseph's HSS, Kannur, India *March 2006 - March 2008*

O Levels – GCSE
VCSHSS, Ernakulam, India *March 2004 - March 2005*

Achievements & Certifications

- UX certifications from Google, IBM and LinkedIn
- Delivered an online session on 'Usability Study' for Interaction Design foundation
- 2 Spot awards for contributions in UX projects in Experion Technologies

Languages: English, Hindi, Malayalam

Other Interests
Photography – https://instagram.com/yadhues , Automotives

LinkedIn
https://linkedin.com/in/yadhues

Case Studies
https://drive.google.com/drive/u/1/folders/1sQWo7gADepozFSA0gkrXd9iF2NSpT8Vh

Behance
https://behance.net/yadhu

References are available on request