

# Sijo Vadakeetil

## UX/UI Designer

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**Visa Type:** Stamp 1G (Spouse visa)

### Qualifications Profile

A UX and UI designer with experience in graphic design and web development. I like meeting with people over discussions and learning how they resolve problems. For me conversations with people in general are a great way to learn something new. I see it as a chance to improve myself as a professional and put things into practice when I'm creating my solutions.

I always aim to simplify the relationship between people and the interactive products they use, while taking into consideration business goals and technological constraints.

### Professional Experience

#### Benefit.design

##### *UX/UI Designer - March 2022 – Till Date*

- Translating creative concepts into visual design.
- Ensuring consistency in designs and content across all company platforms.
- Reviewing site to incrementally improve UX/conversion.
- Creating prototypes and wireframes.
- Work on the end-to-end process including defining customer journeys, finding pain points, creating personas, wireframes, prototypes and user interface design.
- Presenting designs and concepts to stakeholders.

#### *Key Project:*

- <https://www.gtzp.org/>

#### Powerweave Software Services Pvt Ltd, Mumbai, INDIA

##### *Assistant Team Leader - 2013 – 2019*

- Work closely with clients to create vision, conceive designs, and consistently meet deadlines and requirements.
- Illustrates concept by designing rough layout of art.
- Plans concept by studying information and materials.
- Creating prototypes and wireframes.
- Developing web banners.
- Retouching and Presenting product for website.
- Presenting designs and concepts to stakeholders.
- Led a team of 10 designers to develop layout, graphic, and web materials.

#### *Key Achievements:*

- Established trusting relationships with designers, vendors, and key clients.
- Successfully completed client projects (SAAGNY) every month has offered free stall at all events.

## **JustDial, Mumbai, INDIA**

### **Graphic Design, 2011 – 2013**

- Create web banner for website and graphics for print media, display and production.
- Direct marketing design, collaborating with multiple departments.

#### **Key Achievements:**

Earned awards for providing best banner and most clicked banner.

## **SK Brothers Corp Sol Pvt Ltd, Mumbai, INDIA.**

### **Junior Graphic Design, 2009 – 2011**

- Created new design themes for marketing and collateral materials.
- Collaborated with creative team to design and produce computer-generated artwork for marketing and promotional materials.

#### **Key Achievements:**

Consistently recognized for fresh and innovative ideas.

Established trusting relationships with vendors, and key clients.

## **Educational Background**

### **Master in Arts - Creative Digital Media, 2022**

*Technological University Dublin, Dublin, IRELAND*

### **Post Graduate Diploma in Management, 2018**

*Prin L.N. Welingkar Institute of Management Development & Research, Mumbai, INDIA  
affiliated with University of Mumbai, Mumbai, INDIA*

### **Diploma in Computer Graphic, Web, Multimedia, 2011**

*Arena Animation Academy, Mumbai, INDIA.*

### **Bachelor of Commerce, 2007**

*University of Mumbai, Mumbai, INDIA*

## **Skills**

**Platforms:** Windows and MacOS

**Research Skills:** Affinity mapping, Story boarding, Surveys, Journey mapping, Interviews, Mood boards, A/B Testing, User Testing, Card sorting, Competitive analysis, Design Persona's, Features Prioritisation Matrix, Hypotheses & Sub Hypotheses

**Design Skills:** Information Architecture, Visual Design, Layout, Task Flow Diagram, MVP, Wire frame, Prototype, Color Theory, Typography, Micro interaction

**Tools:** Adobe Creative Suite (Photoshop, InDesign, Illustrator, Adobe XD), Figma, Sketch, Wordpress, HTML, CSS.  
MS Office Suite (Word, Excel, Access, PowerPoint, Outlook)