Maniraj G. Parthasarathy

UX UI Designer

As an UX UI Designer, I bring fresh perspectives and a strong commitment to harmonizing user needs and business goals. With a basic foundation in front-end development, I aspire to craft digital experiences that resonate with users while driving measurable results. I'm eager to learn and collaborate, using my creative mindset to bridge the gap between innovation and practicality, ensuring every design decision enriches the user experience and supports the bottom line.

Contact Info

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Soft Skills

- Adaptability
- Analytical Skills
- Attention to Detail
- Brainstorming
- Collaboration
- Communication
- Creative
- Critical Thinking
- Designing for Diversity
- Empathy
- Ideation
- Leadership
- Open-Mindedness
- Problem-Solving
- Strategic Thinking
- Teamwork
- Time Management

CERTIFICATIONS

User Experience Design Fundamentals
IBM SkillsBuild (Currently Enrolled)

Enrolled in the UX Design Fundamentals course, where I am revamping my knowledge with the current trend in core UX principles, research methodologies, & best practices to create user-centered design.

Web Development Fundamentals
IBM SkillsBuild (Currently Enrolled)

Enrolled in the Web Development Fundamentals course, gaining a foundational understanding of web technologies, including HTML, CSS, and JS, to build responsive and interactive web applications.

Google UX Design Professional Certificate
Coursera - Google Certifications

Completed the Google UX Design Professional Certification, covering foundational concepts, the UX design process, and skills in creating wireframes and low-fidelity prototypes.

EDUCATION

Interactive Media Design
Seneca College, North York, ON

Gained expertise in UX design, graphic design, web development, project management, and business strategies, with hands-on experience using tools like Figma, Adobe XD, Photoshop, Illustrator, InDesign, and After Effects.

Projects:

"The Ordinary" Mobile App - UX Case Study
Designed a complete Mobile App for the Skin Care brand *"The Ordinary"* targeting the Influencers while ensuring an inclusive and seamless shopping experience for all users.

"Laundry Affair" Website Redesign - UI Design
Redesigned the "Laundry Affair" website with a fresh, user-centric UI, enhancing usability, aesthetics, and overall customer experience.

Wool Company Logo Redesign Graphic Design
Redesigned the logo for "*The White Bird Organic Wool Company*" creating a modern and refined brand identity that reflects the company's organic and eco-friendly values.

BFSI Management - PG Diploma
TimesPro,TN, IN

Gained understanding of banking fundamentals, financial markets, and regulatory compliance, with hands on experience in ABSO (Finacle) software.

Bachelor Of Engineering - Automobile
Karpagam Academy of Higher Education, TN, IN

Gained expertise in *UX design, graphic design, web development, project management,* and *business strategies,* with hands-on experience using tools like *Figma, Adobe XD, Photoshop, Illustrator, InDesign, and After Effects.*

Projects:

SAE Effi-Cycle 2013

Acquired in-depth knowledge of automobile engineering principles, including design, and manufacturing with hands-on experience in *Computer Aided Design* applications.

Mini-E-bike

Led a team of 5 to *design and fabricate a Mini E-Bike* for a event. Took responsibility for both the design and fabrication, collaborating effectively with the team.

EXPERIENCE

Warehouse Associate
UPS - Concord, ON

Demonstrated strong time management, problem-solving, and adaptability under pressure while effectively collaborating with the team and maintaining clear communication.

Freelance Web Designer
Freelance

Developed responsive websites using WordPress, HTML, CSS, and JS, designed logos, and optimized images for web pages using Photoshop and Illustrator based on client needs.

Senior Officer
ICICI Bank Ltd, TN, IN

Managed teller and front desk operations, demonstrating strong customer service and problem-solving skills while resolving customer issues and recommending financial products.

Technical Skills

- Adaptive Design
- Adobe AfterEffects
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe XD
- Bootstrap
- Click-up
- CSS
- Figma
- Google Workspace
- Hi-fi Prototyping
- HTML
- Information Architecture
- Interaction Design
- JavaScript
- Lo-fi Prototyping
- Office Suite
- Responsive Design
- UX Research
- Usability Testing
- Version Control (Git/
- GitHub)
- Wireframing
- Prototyping
- Wix Studios
- WordPress

Language Known

- English
- Tamil