KESAVAN S

UX/UI Designer | Product Designer | Web Designer

Ready to relocate

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PROFILE SUMMARY

Skilled UX/UI Designer with 8+ years of experience delivering visually engaging and accessible designs. Adept at applying user-centered design principles, building interactive prototypes, and implementing cohesive design systems. Known for blending aesthetic appeal with functional excellence to create intuitive digital experiences. Passionate about bringing creative solutions to life within collaborative, fast-paced team environments.

EXPERIENCE

UX/UI Designer & Shopify Developer | Camel Designs

Madurai, Tamil Nadu | Oct 2025 – Present

Dune Bloom (dunebloom.ae) – Shopify Flower Delivery Store, UAE

- Built and customised a Shopify flower-delivery store on the Minimog theme for a UAE-based client.
- Developed custom cart logic for delivery date and time-slot rules (Dubai vs. other emirates), replacing a third-party slot app and simplifying the cart flow.
- Integrated payment gateways (Tap Payments, Stripe) and added Apple Pay and Google Pay express checkout to reduce checkout friction.
- Configured shipping rates, checkout settings, and product variants (bouquet quantity and size options) through bulk CSV setup.

Xchangepe (xchangepe.com) – Global Payments Platform for Indian Exporters

- Designed the marketing website for a cross-border payments platform covering collection accounts, card payments, treasury management, and compliance.
- Designed interactive tools such as the FX savings calculator and bank margin checker to help users see their potential savings.
- Created a consistent visual system across solution, compliance, and resource pages, built for trust and clarity in fintech.
- Used AI tools (ChatGPT, Claude) for competitor research and drafting page copy, and Figma AI / Figma Make to generate wireframes and quick prototypes, speeding up early design iterations.

CleanStart (cleanstart.com) – Software Supply Chain Security Website

- Designed the marketing website for a security product offering verified, zero-CVE container images and libraries.
- Structured product pages (Clean Images, Clean Libraries, CleanSight) and solution pages for developers and CISOs, making technical security concepts easy to scan.
- Created a dark-themed visual language with data-driven hero visuals, stats, testimonials, and customer logo sections to build credibility with enterprise buyers.
- Designed resource layouts for blogs, newsroom, and events to support content-led marketing.
- Created hero visuals, icons, and illustrations with Midjourney and other AI image tools, refined in Figma; used ChatGPT and Claude to research competitors and simplify technical security copy.

UX/UI Designer | DigiSME Software Pvt Ltd

Chennai, Tamil Nadu | Jan 2025 – Sept 2025

HRMS Software – Mobile & Web Application

- Designed and optimized employee management modules, including attendance, leave requests, payroll, and performance tracking, to improve overall usability and efficiency.
- Created intuitive navigation flows and a clean dashboard layout to allow HR managers and employees to access critical information quickly.
- Applied visual hierarchy and consistent UI elements to ensure a seamless experience across mobile and web platforms.
- Implemented interactive forms and self-service features with clear feedback indicators, making processes like leave applications and approvals user-friendly.

CRM Software – Web & Mobile Application

- Created a centralized dashboard for sales teams to view pipeline status, customer activities, and key performance metrics at a glance.
- Developed intuitive UI layouts for contact management, deal stages, and activity tracking, with visual indicators for priority leads and pending actions.
- Enhanced usability by implementing search, filters, and sorting options for faster navigation and data retrieval.
- Designed reporting and analytics screens with charts and graphs, enabling managers to make data-driven decisions.

Senior UX/UI Designer | Fusion Innovative Chennai, Tamil Nadu | May 2023 – March 2024

Fusion My Business Mobile & EPOS

- Designed a dashboard or central hub where users can access and manage all settings categories, organized in a logical and intuitive manner.
- Implemented clear labels, descriptions, and tooltips to guide users through the settings customization process and provide context for each option.
- Incorporated visual indicators, such as icons or color-coded categories, to help users quickly identify and navigate to relevant settings sections.
- Implemented a color picker tool or palette for users to choose custom colors for each item, with options for selecting from predefined colors or choosing an item image.

Fusion Kitchen Mobile & Website

- Redesigned a food order and delivery tracking application to enhance user experience, improve usability, and streamline the ordering process for customers.
- Applied visual design principles to create a visually appealing and cohesive interface for the concentration module.
- Used consistent branding elements, colors, and typography to maintain alignment with the overall application design.
- Prioritized legibility and usability, ensuring that information is presented clearly and can be easily understood at a glance.

Senior UX/UI Designer | Pearlcons Technologies Chennai, Tamil Nadu | Nov 2022 – Feb 2023

Railway Super App – Mobile & Web Application

- Implemented Wi-Fi connectivity features to allow passengers to access high-speed internet during their journey, enhancing connectivity and convenience.
- Designed a contest feature to engage passengers with interactive quizzes, challenges, or rewards, promoting participation and loyalty.
- Aggregated and displayed information about favorite city foods at each station, including descriptions, reviews, and recommendations.
- Incorporated geolocation features to personalize recommendations based on the user's current location and travel itinerary.

IoT Lab – Web Application

- Designed and developed a web application for monitoring and controlling sensors in an IoT kit, enabling users to remotely access sensor data and manage IoT devices.
- Implemented real-time data visualization features to display sensor readings graphically, allowing users to track changes and anomalies in sensor data over time.
- Integrated user authentication and access control mechanisms to ensure secure access to sensor data and device controls, with support for multiple user roles and permissions.
- Implemented robust security measures to protect sensitive sensor data and ensure secure access to the web application, meeting industry standards and compliance requirements.

UX/UI Designer | Reachon Telecom – Freelancer Madurai, Tamil Nadu | Oct 2020 – March 2022

Reachon Telecom & Retail Industry – CRM & Websites

- **Self-service task completion rate:** Increased by 35% post-launch.
- **User engagement:** Grew by 25%, with more users exploring additional features.
- **Customer satisfaction:** 80% of surveyed users rated the redesign as intuitive and efficient.

Aura Health Clinic – Websites & Web Applications

- **Efficiency:** Reduced appointment booking time by 50% with an intuitive scheduler.
- **Satisfaction:** Increased patient satisfaction by 30%, as measured through surveys.
- **Adoption:** 85% of doctors reported improved workflow efficiency.
- **Compliance:** Fully HIPAA-compliant design ensured data security and privacy.

Web Designer | Winways System Pvt Ltd Madurai, Tamil Nadu | March 2017 – Oct 2020

Shrine ERP – Websites & Web Application

- **Unified Dashboard:** Provided a bird's-eye view of temple operations with quick links to frequently used modules.
- **Interactive Prototypes:** Enabled stakeholders to visualize workflows before development.
- **Role-Based Access Control:** Simplified interfaces for users based on their roles (e.g., devotee vs. administrator).
- **Responsive Design:** Delivered interfaces adaptable for desktops, tablets, and smartphones.

Academia – Web Application & Websites

- **Efficiency:** Reduced administrative workload by 30% through automated processes.
- **Adoption:** Achieved a 90% satisfaction rate in user testing with students and faculty.
- **Engagement:** Improved communication between stakeholders by 50%.
- **Role-Based Dashboards:** Personalized views for students, teachers, and administrators.
- **Integrated Communication Tools:** Centralized platform for announcements, chats, and reminders.
- **Mobile-Optimized Interface:** Seamless access for users on the go.
- **Simplified Processes:** One-click actions for common tasks like attendance entry, grade uploads, and fee payments.

SKILLS

- **Design Tools:** Figma, Adobe XD, After Effects, InVision
- **AI Tools:** ChatGPT, Claude, Figma AI / Figma Make, Midjourney
- **ERP Platforms:** Odoo
- **Graphic Design:** Brochures, Web Banners, Social Media creatives
- **Design Systems:** Creation and Maintenance
- **Collaboration Tools:** Slack, Jira
- **Responsive Design:** Cross-device Compatibility
- **Information Architecture:** Wireframing, User Flows
- **Problem-solving:** Creative and Analytical Approaches
- **Leadership:** Team Management, Mentorship

EDUCATION

Bachelor of Technology | Information Technology Sivagangai, Tamil Nadu | June 2010 – May 2014
Pandian Saraswathi Yadav Engineering College