

# NITHYA RATHINAVELU

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Lead UX Designer with **8.5 years of total experience**, including **5.5+ years in UI/UX design**—spanning SaaS, low-code/no-code platforms, and mobile-first systems. Adept at transforming complex systems into intuitive, accessible, and scalable user interfaces. Skilled in cross-functional collaboration, ergonomic design, and asset creation tailored to embedded interfaces and enterprise-grade platforms. Experienced in creating and presenting high-impact UX strategy and product walkthroughs via PowerPoint to stakeholders and leadership. Passionate about visually engaging UI, design systems, accessibility standards, and maintaining consistency across device resolutions and screen variants.

## SKILLS

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- A/B & Multivariate Testing
- Accessibility (WCAG 2.1)
- Agile/Scrum Collaboration
- Analytics Tools (Google Analytics, Hotjar)
- Design-Dev Handoff (Zeplin, Storybook)
- Design Mentorship
- Design Systems
- Heuristic Evaluation
- Human-Computer Interaction (HCI)
- Information Architecture
- Interaction Design
- Journey Mapping & UX Architecture
- Mobile-first & Responsive Design
- User Research & Usability Testing
- UX KPIs & Business OKRs
- Wireframing & Prototyping (Figma)

## WORK EXPERIENCE

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### Signdesk Pvt Ltd • Bangalore • 10/2019 - Present

#### Lead UI/UX Designer

- Spearheaded the UX vision and strategy for enterprise-scale digital documentation workflows, ensuring alignment with company OKRs.
- Built and maintained a scalable design system that served multiple product teams and reduced design debt.
- Mentored and coached junior designers, enabling consistent quality across the team and enhancing design maturity.
- Facilitated cross-functional workshops with product, marketing, and engineering to define problem statements and co-create solutions.
- Advocated for inclusive and accessible design by implementing WCAG 2.1 guidelines across the platform.
- Defined UX KPIs and collaborated with leadership to track success metrics on key journeys.
- Streamlined the design-to-dev handoff using Figma, Zeplin, and Storybook, improving engineering velocity and reducing rework.

#### Senior UI/UX Designer

- Conducted user research, usability testing, and heuristic evaluations to uncover pain points and improve product usability by 30%.
- Designed responsive user interfaces for web and mobile platforms using Figma and maintained component consistency.
- Created performance dashboards and analytics views in collaboration with product and data teams.

- Collaborated closely with product managers, developers, and QA to ensure seamless execution of design solutions.
- Implemented A/B and multivariate testing strategies, increasing user form conversions by 14%.
- Utilized Google Analytics and Hotjar to evaluate behavior flows and eliminate friction in user journeys.
- Improved onboarding flows and redesigned landing pages, resulting in a 25% increase in product sign-ups.

#### **UI/UX designer • Full-time**

- Created impactful PowerPoint decks for internal demos, leadership presentations, and sales enablement.
- Focused on growth and marketing UX: landing pages, conversion tracking, and visual optimization.
- Created pixel-perfect icons, micro-interactions, and high-fidelity prototypes.
- Developed design systems supporting light/dark themes and variant adaptability.

#### **Independent / Multiple Clients • Bangalore, Karnataka • 08/2018 - 09/2019**

#### **Freelance UI/UX Designer • Freelancer**

- Collaborated with startups and SMEs to design user flows, wireframes, and high-fidelity prototypes for SaaS dashboards, eCommerce apps, and internal tools.
- Conducted user research and usability tests to inform design decisions.
- Delivered design systems and dev handoff using Figma and Zeplin.

## EDUCATION

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### **MBA in Human Resource Management**

Bharathiyar University • Coimbatore

### **Bachelor of Computer Applications**

Vysya College • Salem

## CERTIFICATIONS

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### **UI/UX Design**

Interaction Design Foundation

### **Google UX Design Certificate**

Coursera

## AWARDS & SCHOLARSHIPS

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### **Department Excellence Award**

Signdesk

### **Milestone Award**

Signdesk