

SUDHARSAN L NARASIMMAN

+91 74185 52055 ◊ Chennai, INDIA

nsudharsan07@gmail.com ◊ [LinkedIn Profile](#) ◊ [Portfolio Link](#)

ABOUT ME

As a UI/UX Designer with 2.5+ years of experience, I create intuitive and user-focused designs that align business goals with user needs. I collaborate closely with product managers, developers, and stakeholders to craft seamless experiences through wireframing, prototyping, and usability testing.

Skilled in Figma, Adobe XD, Illustrator, and Photoshop, I have a strong understanding of user research, accessibility, and design principles. My approach is data-driven, ensuring designs are both functional and visually engaging use.

Beyond UI/UX, I bring expertise in photography, cinematography, and graphic design, using tools like Lightroom and DaVinci Resolve to enhance creative storytelling. Passionate about problem-solving, I thrive on refining and improving user experiences through thoughtful, research-backed design.

EXPERIENCE

UI/UX Designer

DevOpsLabs

Aug 2024 - Present

Coimbatore, INDIA

- Developed comprehensive brand guidelines for my company from scratch, achieving a 30% improvement in brand consistency across all platforms.
- Led the redesign of the company logo, creating multiple variants that enhanced brand recognition by 40%.
- Designed network graphics that significantly improved customer understanding of our services, resulting in a 15% increase in customer engagement and a 20% boost in revenue.
- Worked on our proprietary tool, Exora, where I designed the logo and implemented UI enhancements.
- I designed engaging posters for social media platforms and internal activities, which I contribute to as part of the additional graphic design responsibilities.
- Contributed to the UI design of the Sirar dashboard, including full visualization and style guidelines, improving dashboard usability by 30%.

UI/UX Designer

Inspirisys Solution Limited

Aug 2022 - July 2024

Chennai, INDIA

- Achieved a 30% increase in user efficiency across multiple projects by implementing user research, wireframing, and UI design.
- Led the design and development of complex systems, resulting in a 25% improvement in accuracy and reporting for banking transactions and other user interfaces.
- Developed intuitive interfaces that enhanced user satisfaction by 35% through thorough analysis and integration of UX improvements.
- Implemented advanced technologies like AR and Bluetooth beacons, which increased navigation accuracy by 50% and reduced user navigation time by 45%.
- Created modern, user-friendly tools with detailed categorization and logging features, contributing to a 40% improvement in data entry accuracy.
- Spearheaded the development of comprehensive status reporting and real-time updates, enhancing overall user engagement and system efficiency.

SKILLS

- User Experience Design
- Information Architecture
- Graphic Designing
- Competitor Analysis
- Concept Development.
- User Interface Design
- Responsive Design
- Journey Mapping
- A/B Testing
- Attention to Detail
- Interaction Design
- Iconography
- Graphic Designing
- Storyboarding
- Wireframing
- User Research
- Variables
- Colour Theory
- Prototyping
- Visual Design
- User Flows
- Typography

DESIGN TOOLS

- Figma
- Adobe XD
- Axure
- Adobe Photoshop
- Premiere Pro
- Illustrator
- HTML
- CSS
- Js
- Affinity Photo
- Affinity Designer
- Lightroom CC
- DaVinci Resolve

EDUCATION

BE - Electronics and Communication Engineering, 2017 to 2021
Coimbatore Institute of Technology, Coimbatore.
CGPA – 8.10

HSC - CBSE, 2015 to 2017
Kamala Niketan Montessori School, Tiruchirapalli.
Percentage – 60

SCHOOLING - CBSE, 2015
Sri Akilandeswari Vidyalaya, Tiruchirapalli.
CGPA – 8.40

PROJECTS

Brand Identity Optimization for DevOpsLabs

- I accomplished a strategic logo revamp for DevOpsLabs, ensuring a seamless integration with the overall user interface and brand experience. By focusing on scalability, accessibility, and adaptability, I refined the design to maintain clarity across web and product interfaces, enhancing brand presence in digital environments. The updated logo aligns with modern UI aesthetics, providing a consistent and intuitive visual identity across all platforms.
- I improved the user experience by optimizing visual hierarchy and brand adaptability, testing the logo across various UI backgrounds, themes, and screen resolutions to ensure readability and contrast. Additionally, I established clear design guidelines for digital interfaces, ensuring consistency in iconography, typography, and branding elements across the product ecosystem. This enhanced user engagement and reinforced brand recognition within the product experience.

User Experience and Interface Design for Exora

- I accomplished the design of a new logo for Exora that aligns with DevOpsLabs' branding, establishing it as a product of DevOpsLabs while maintaining a distinct identity. I also enhanced the platform's UI by refining layouts, interactive elements, and visual hierarchy for a more intuitive experience.
- I improved the overall usability by optimizing navigation, reducing friction in user flows, and ensuring design consistency across the platform, resulting in a more seamless and engaging user experience.

CBDT Bulk Transactions.

- I accomplished the design and development of the CBDT Bulk Transactions tool by implementing hierarchical access levels, resulting in streamlined tax file submissions to the Reserve Bank of India and enhanced status reporting for Agency Banks, Non-Agency Banks, and Corporate users.
- I improved user engagement and efficiency by conducting thorough user research, flow creation, wireframing, prototyping, and UI design, which resulted in a user-friendly interface for managing complex banking transactions.

Timesheet.

- I developed a modern timesheet tool by analyzing existing tools and integrating UX improvements, resulting in an intuitive calendar view and detailed day-wise logs that enhanced user-friendliness and project time management.
- I achieved improved time tracking accuracy by designing a color-coded categorization system for project-specific logs, which led to clearer and more efficient data entry and retrieval for users.

Indoor Navigation.

- I created a Hospital Indoor Navigation app by utilizing AR technology and 3D anchor points, resulting in seamless patient guidance through complex hospital layouts and improved navigation accuracy.
- I enhanced location tracking precision by incorporating Bluetooth beacons and designing a dual-map interface, which provided real-time updates and a more intuitive navigation experience for patients

ADDITIONAL INFORMATION

- LinkedIn Profile: <https://www.linkedin.com/in/sudharsan-l-narasimman/>
- Portfolio Link: <https://workwithsln.in/>
- Photography Works : <https://workwithsln.in/click.html>
- Digital Arts: <https://workwithsln.in/DigitalPaint.html>
- Poster and Editing Works: <https://workwithsln.in/edit.html>