

Senthil Devaraj

👋 A passionate UI UX / Product designer Bangalore with two years of experience, weaving technology and human behaviour into stunning digital experiences. My experiences span various sectors—agriculture, media/OTT, EV mobility, and infotainment systems—each enriching my perspective. My design journey began fueled by the fusion of tech and human interaction. I constantly explore evolving trends and technologies, pushing my own boundaries

Email
senthildevaraj1998@gmail.com

Notion
Portfolio link

Phone
9042567775

Socials

Linkedin
_Senthil_Devaraj

Dribbble
_Senthil_Devaraj

Behance
_Senthil_Devaraj

Skills

UX Research	Visual Design
Product Design	Graphic Design
Design System	Brainstroming
Heuristics Evaluation	Task Analysis
Rapid Prototyping	Learning After effets

Tools

- Figma & Figjam
- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects

UI UX | Product Designer

Work Experience

Mikado
UX UI Designer
Present · Bangalore

- **CNA : OTT Platform (Apple Tv)** - Collaborated in the design of a News and Programmes OTT platform for Apple TV at Mediacorp. Gained valuable insights, collaborated closely with development teams, and immersed in understanding the overall user experience. Successfully completed the app design within a 5 to 6-month timeframe, culminating in the satisfaction of witnessing the live version.
- **Mewatch : OTT Platform** - Contributed to the design of my inaugural OTT platform, focusing on designing components, structuring use cases, and handling edge case scenarios. Orchestrated the creation of key screens, like landing page, TV schedule, and detailed pages for movies and series. Led UI and functionality testing for TVs, ensuring an enhanced visual appeal and seamless navigation for end-users.
- **Melisten : Infotainment System** - Led UX research among competitor apps for the consistency among multi platforms. Orchestrated the creation of comprehensive components and a design system. Designed the app encompassing radio and podcasts, engaging in extensive multi-level UX discussions for valuable insights and experience.
- **Iquanti** - Contributed by creating diverse digital marketing materials, like social media templates, flyers, banners, standees, and emailers, etc...
- **Flipkart** - Enhanced Flipkart's business visuals by crafting diverse creatives, including banners and cards, to elevate their brand presentation.
- **In house Design work** - Contributed to company website designs, crafted social media creatives, and actively participated in UX brainstorming sessions, contributing innovative ideas and more.

Pebels
Junior - UX UI Designer
May 2022 - Apr 2023 · Bangalore

- **Outgrow (Waycool food & Agricultural)** - In the 2nd phase of the mobile app implementation, focused on key features such as customised farmer information. Created an icon set and delved into basic illustrations, fostering a comprehensive UX/UI learning journey within the project time.
- **Quikcharge (Taqanal Energy)** - Delved into the business model of the EV charging application, researched the workflow, and crafted a user-friendly mobile app design for efficient and quick EV vehicle charging.
- **Drads Capital** - Involved in creating the website as a team work, involving collaboration with the investment business within a short timeframe.
- **UX brainstorm and Research** - Involved to UX brainstorming and research & understanding the business model alongside a team of two. Successfully devised strategies for an improved user experience.

Education

UXMINT Academy
UX UI Course
Oct 2021 - Apr 2022

Anna University - Panimalar institute
Bachelor in Electrical Engineering
2016 - 2020
Percentage - 7 CGPA