

# Sri Gokul Krishnan

Product Designer | User Experience

I'm a creative problem solver with a background in product design. I thrive on the challenge of taking complex ideas and transforming them into user-friendly interfaces. I'm skilled in UI/UX design, prototyping, and collaborating with cross-functional teams to bring products to life.

## Work Experience

### UI / UX Designer, Kripya Solution, Private Limited

Sept 2022 - April 2024 (1 year 9 months)

- Designed user flows, wireframes, and high-fidelity mockups for IoT Productivity Monitoring Tools in collaboration with cross-functional teams.
- Designed and developed a comprehensive design system for a web & mobile application, ensuring UI consistency.
- Mentored junior designers, leading to a 15% reduction in design iteration cycles.

### UI / UX Designer, Doodle Blue Innovations, Pvt Limited

Aug 2022 - Sept 2022 (2 months)

- Assisted founders with user research, wireframing, and prototyping for various web and mobile app projects.
- Created low-fidelity wireframes and prototypes to communicate design ideas and facilitate user testing.
- Contributed to the development of style guides and design systems to ensure UI consistency across projects.

### Product Designer, Founder, Astusx LLP

March 2021 - July 2022 (1 year 5 months)

- Design and develop user-friendly and visually appealing websites across various platforms.
- Craft compelling branding materials, including logos, brand guidelines, and marketing assets.
- Collaborate with clients to ensure project goals are met within budget and timeline constraints. Stay up-to-date on the latest web design and branding trends.

### Freelance Designer

April 2017 - March 2021 (4 years)

- Craft compelling branding materials, including logos, brand guidelines, and marketing assets.

## Contact

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## Skills

- UX Research
- User-centered Design
- Information Architecture
- Story-boarding
- Wireframing
- UI Design
- Usability testing
- Story telling
- HTML , CSS , JavaScript
- Bootstrap, Material Design
- Tailwind CSS

## Tools

- Figma
- VS Code
- Adobe Creative Suite
- Github, Bitbucket
- Jira, Trello
- Miro

## Languages

- Tamil
- English
- Hindi

## Educational Background

### Bachelor of Computer Science

Loyola Institute of Technology

Jun 2013 - May 2017