



# SREESHMA MANOJ

## UX UI DESIGNER

*I'm immersed in creating significant experiences through design.*

I am an engineer turned designer who loves aesthetic design. I like creating real connections and great user experiences that inspire. My area of interest lies in User interface design, User-centric design, User experience design, Visual Design, and every design aspect that comes with it.

Having worked with a good assortment of mobile, Web, Component Library (Design Systems), eCommerce, B2C and B2B products. I am highly proficient at creating intuitive designs and interactive prototypes for establishing and justifying the product direction

### Work Experience

#### UI UX Specialist

Felkam inc (Micheal Kors), London (Contract) - November 2022 - Present

As a designer of Micheal Kors, I strategize, design, and enhance user experiences across our Checkout Journey, My account, log in and Registration on Micheal Kors and Versace designs. Maintaining and creating MK and Versace design systems.

#### Lead UX UI Designer

Legato Health Technologies (Anthem Company) - April 2022 - September 2022

Promoted to Lead Designer by focusing on user-centred design principles creating simple and intuitive user interfaces that contributed to 100% year-on-year profit growth.

As a Lead designer at Legato, I'm responsible for a designing fully-functional products, exploring product problems, developing design Solutions that solve these problems and implementing changes based on the users feedback and product's business strategy. Also I'm mentoring junior designers and helping their works.

#### Senior UX UI Designer

Legato Health Technologies (Anthem Company) - May 2020 - April 2022

I was the only product designer at Legato India member side team, and my role was an individual contributor as part of Anthem's Member side Design team. In addition, I designed Sydney Health Medicaid (GBD) & Medicare mobile and website design. Also, I was part of Anthem's Component library (Motif Design System) team involved in component creation works. In addition, I've been directly involved with stakeholders across Anthem and Legato to conduct need-finding, creating a new information architecture, design sketches, flow diagrams, wireframes and mockups.

#### UI UX Designer

Wipro Technology (Contract) - July 2019 - May 2020

Closely working with Wipro's application internal management group. The primary goal was to make the My Wipro application visually more appealing and user-friendly.

#### Creative Lead

Domy Innovations Cafe - June 2018 - April 2019

#### Creative Artist

Domy Innovations Cafe - June 2015 - May 2018

Domy is a global design and innovation company. We build rewarding user experiences through design thinking, and I am the part of the Design team, focusing on building digital interfaces and beautiful illustrations. I worked on Fintech, Healthcare, Cloud service, Travel, Entertainment, News Pharmacy and Educational domains.

#### UI Designer Trainee

Infratab, Bangalore - March 2015 - May 2015

Infratab is an Internet-of-Things company providing a Quality Monitoring platform for the perishables industries. My job here was to help create mockup designs using Adobe Photoshop and Illustrator

#### UI Developer Intern

Career force Solutions, Bangalore - January, 2015 - March, 2015

Career Force is one of the fastest growing company in Human Resource Management Services supporting in building recruitment management systems. I worked with their frontend user team to build the User Interface for improved usability and better aesthetics.

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### Education

#### B.Tech, Information Technology

(2010 - 2014)

Completed Information Technology from  
**Vivekanadha college of Engineering**  
with **74.5%**

### UX Skills

*My approach to good design is finding the right balance of user empathy, usability, aesthetics, keen business acumen and a deep understanding of my users*

User Interface design, Visual design, Graphic Design, Branding, User experience design, Low fidelity sketches, Mood board, Mock-ups, and Styleguides

#### TOOLS

Sketch, Figma, Adobe XD, Illustrator, Photoshop, Lightroom, Indesign, Invision Studio, Miro, Zeplin, Abstract

### Personal Skills

*Good team player. Energetic and optimistic. Always looking to learn more, Organised and detail-oriented. Hardworking*