

VEERA THIRUPPAL

Senior
UX Designer | Biomimicry

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Behance

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Profile

With 10+ years of experience in the design industry. Proactive and detailed UX Designer with 6+ years of proven end-to-end expertise in Logistics, E-Commerce and Creative design, delivering global standard designs across the web and mobile platforms.

Exceptional attention to detail and highly skilled in Design System, User research, Wireframing, Prototyping, and User testing.

A Clear understanding of technologies allows seamless collaboration with engineers, while strong communication skills are sure transparency with stockholders.

Researcher on connecting Nature and technology with Biomimicry concepts.

Employment History

July 2021
to Present

Senior Usability Designer

Ramco Systems, Chennai, Tamil Nadu

- Managing team and being an Individual contributor, doing the end-to-end UX for the Ramco Logistics (**TMS, WMS, Container Management & CRM**)
- Designed and implemented a new Design system across the Products for Web & Mobile Application
- Gathering the requirements from the Stakeholders and brainstorming with the LSP, FCs, and management for the better understanding and the better User experience Design. Conceptualize the Design and create a wireframe & Prototypes
- Collaborate with the Designers, Stakeholders and developers for sign-off of the project. Designing UI with design system and delivering the project

Dec 2018
to June 2021

UX UI Designer

Samsung Electronics, Chennai, Tamil Nadu

Pay roll Agiletechinfosolutions

- **End-to-End e-commerce design solution for web and mobile apps**
- Gathering requirements from CPMs and understanding the user journeys
- Responsibilities Conducting user research, competitor analysis and user feedbacks. Applying knowledge of User-Centered Design principles and design patterns.

- Crafting wireframes, mockups, site/flow maps, customer journeys, and prototypes for team communication and user testing.
- Testing the product with real users to iteratively improve the user experience. Work with all relevant stakeholders, to launch the project within targeted time line

July 2015
Dec 2018

Senior Web Designer

Born Group, Chennai, Tamil Nadu

- Work on the user research with solution for the problems and done the wireframes and prototypes. (**Projects are WalMart Deployment Tool, Project Management Tool, Floor Planner and Passion Based education System**)
- Create a brand pages WalMart, Dollar General and Redbox etc.
- Worked with Digital Teams to bring the better SEO with the UI designs.
- Build creative mocks, Mailers & Infographic for multiple US publishers.

Sep 2013
to July 2015

Graphic Designer Executive

Ad2Pro Media Solutions Pvt. Ltd., Chennai, Tamil Nadu

- Responsible for the designing of online delivery jobs which includes, follow layout exactly, some artistic & full artistic jobs.
- Work closely with clients on concepts and business direction to derive the right type of creative
- Producing good quality output to the customer requirement in stipulated time.
- Having good experience in working different cluster jobs i.e New Zealand, US and Australia.

June 2011
to Aug 2013

Faculty

Digiscape Gallery, Chennai, Tamil Nadu

- Designed print Logos, Broachers, Adds, Prospectus, Pamphlets, Leaflets using ADOBE InDesign CS6, Adobe Illustrator CS6, Adobe Photoshop CS6.
- Designing Digital books and eBooks for iPad and Android using InDesign CS6 with Digital Publishing Suite.
- Trained people for courses such as E-Publishing, Viscom Digital, Prepress and Web Designing
- Developed web pages using Html, ADOBE Dreamweaver CS6, Fireworks CS6 and Adobe Muse
- Developed Technical Editing Exercises and Prjects for students

Appreciation of achievements

Ashish Upreti

*Global Design Head –
Logistics SBU.
Ramco Systems*

The creative touch you have brought to our team, and the fact that you are able to seamlessly switch over to the various, at times un-connected, UX needs of the different products in our portfolio, and still provide out of the box solutions, is commendable.

Out of all that you have been involved in recently, I would like to specifically highlight your invaluable contribution for creating excellent visualizations in a very short time for the Nebula Next /generation UIs for various areas of the Logistics product suite.

Certification & Education

May 2020	Certified - Biomimicry Life's Principles Biomimicry Institute
Nov 2019	Introduction to Biomimicry Biomimicry 3.8
Sep 2018	Certified User Experience Designer UX Mint
Apr 2020	Bachelor of Computer Application Distance Education University of Madras
Apr 2011	Diploma In Computer Engineering Murugappa Polytechnic College

Key Skills

UX/UI Design & Design System
Design Thinking & Problem Solving
UX Research & Analysis
User Flow & Information Architecture
Wireframes, Prototype & Usability Testing
Branding and Identity
Project Management & On-time Delivery
Biomimicry

Technical Skills

Figma, Sketch, Adobe XD
invision, Zeplin
Adobe Photoshop, Adobe Illustrator,
Adobe InDesign
UXPin, Material Designing
Human Interface Guidelines
UX Strategy, UX Process
Human Computer Interaction

Contact



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