

AJAYKUMAR G

UI/UX Designer · Product Designer

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[ajaykumar - Portfolio](#)

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Experience

UI/UX Designer at U2SAI Technologies Pvt Ltd

Remote work · Chennai · AUG 2022 – present

- Increased the company website and project's visit **volume** on a matrimony website by **34% by redesigning the website** to be mobile-friendly and incorporating modern aesthetics through 3+ rounds of sketching, Hi-fi wireframing, and prototyping.
- Attracted the Gen-Z audience by enhancing the branding with a more contemporary approach and developing a flexible design system consisting of **over 50 elements** that aligns with the new brand guide.
- Increased website **retention rate by 28%** by implementing a more effective design hierarchy that streamlines the user experience for customizing a product.
- Collaborated with the front-end Engineering team using the Foster accessibility to ensure a high-quality delivery within **6 months**

Designs

UX Design · Netflix Spotlight - Case Study

oct 2024 – Nov 2024

- Increase Merchandise sales on Netflix Streaming Platform by 40% through official Netflix shop integration and Enhance user experience using Spotlight which is similar to amazon prime's X-ray
- I conducted in-depth **Marketing and Trend Analysis, Competitive Analysis, Landing Matrix, SWOT Analysis**, with Direct and Indirect Competitors for detailed Market Research.
- I **prototyped** an overlay interface for the streaming platform to place tailored merchandise using the Netflix shop UI.

UX Design · Penguin pledges (NGO) Website - Case study

Sept 2023 – Nov 2023

- Launched a project aimed at raising **awareness about penguin conservation**. By creating beautiful visuals and clear explanations, resulting an **impressive 32% interest**.
- Building a task flow for a penguin website in 2 months. I used Figma & FigJam for **User flow diagramming**, wireframing, Rapid prototyping, and user testing.
- Conduct a Investigating user behavior with a **group of 5 User** to iterate the early test concepts that led to an **48 % NPS increase**
- Coordinated the project using **Fast-paced development framework** to ensure the Optimality delivered under 2 months

UI Design · Suzume official Website Re-Design

Nov 2023 – Dec 2023

- Developed a project to **revamp the official Suzume website**, focusing on enhancing its visual appeal. The redesigned website aimed to provide engaging information about the film, resulting in a **remarkable 58% surge in interest**.
- In 30 days, I used Figma & Figjam to create a user flow, which involved sketching, wireframing, and Doodling prototyping. I also **secured official streaming partners** so **users can find their preferred platform** and learn more about the film.

UI Design · Black-Noir Matrimony Website Design

Dec 2023 – Feb 2024

- Initiated a web design project with an emphasis on a black color palette. This design choice was made to **cultivate a unique, elegant, and refined ambience** in line with the matrimonial industry. This approach enhances the website's **approachability by approx 60%**.
- In 2 months, I utilized tool like Figma & Figjam Tool to create a user flow. This involved various stages such as **Design fidelity stages**.

Education

- B.E In Electronics & Instrumentation at saveetha Engineering Collage
- Maintaining a **GPA of (7.29/10)** throughout my studies
- **Google UX Specialization certificate** at Coursera 93% overall

Skills

Technical

- Figma
- FigJam
- Adobe XD
- Mira
- ProtoPie
- InVision
- Spline 3d - Library
- HTML/CSS
- Webflow
- Framer

Design

- User Research
- Information Architecture
- User flow
- Usability Testing
- UX Writing
- Quantitative user research
- Qualitative user research
- Design Audit
- Design for Accessibility
- Wireframing
- Prototyping
- Mockup
- Design System
- Responsive Web
- App Design

Collaboration

- Agile Development
- Waterfall Model

Let's Connect: My Social Profiles

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 [dribbble.com/ajaykumar-uiux](#)

 [behance.net/ajay_kumar](#)