

# CIBI NEDUNCHELIAN PRODUCT UI/UX DESIGNER

A versatile designer with a focus on creating delightful and immersive digital experiences. With over a decade of diverse industry experience and a solid background in both Visual Art & Interaction Design, I have a unique ability to contribute creatively across disciplines.

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## Experience

<b>Pyllot</b> Product (UI/UX) Designer 2021 - Present Remote, Nsw, Australia	Conceptualising and developing interactive design solutions and prototypes. Delivering effective UX/UI solutions to enhance user experience. Managed the project, implementing UI design systems to improve product consistency, delivered wireframe, storyboards, prototyping, workable mock-ups using figma, UX Strategy, User interview/survey, A/B testing, Competitor research, analysis and Liaise with the product owner and developers.
<b>The Designworks Co.</b> UI/UX Design Consultant 2018 - Present Act   Nsw , Australia	As a Product UI/UX Design Consultant, I Led a diverse range of projects from concept to production. Collaborated closely with cross-functional teams, web/app development experts to craft design solutions and immersive online experiences. Delivered UI/UX, Product design solutions, wire-framing, prototyping, testing and Visual enhancements using figma. Spearheaded design inquiries research to inform design decisions delivering exceptional results.
<b>Supplement Warehouse</b> Digital UI/UX Designer 2017 - 2018 Sydney, Nsw, Australia	With a deep grasp of customer goals, business needs, and technical limits, I adeptly create visual and interactive elements via iterative processes. I continually refined based on UX strategy, product design principles, enhancing user experiences effectively. Utilised Figma for wire-framing, prototyping & mock-ups including UX Research, A/B testing, and competitor analysis to deliver exceptional outcomes.
<b>Sun Tv Network Ltd</b> Motion Graphic Designer 2013 - 2016 Chennai, India	Designed and developed on-screen motion graphics for 6 different Tv channels within the network. Collaborated with graphic designers and editors to develop motion graphics and animations for entire show packages. Maximised communication efficiency through strict attention to detail in evaluating, prioritising and organising content and information flow within media.
<b>CAG</b> Digital Designer 2011 - 2014 Chennai, India	Designed website, logo, promotional material, social media pages, to keep consistent with branding identity. Managed website and social media updates to keep image fresh and effective, increased S.E.O ranking along with increased traffic to website. Designed adaptive layouts to maintain a consistent user experience across the website and socialmedia. Produced all visual communication for both online and print including high-performing creative concepts with emphasis on annual business growth.

## Education

<b>UNSW   M.Art</b> Interaction Design 2016 - 2018   Sydney, Australia	<b>University Of Madras   B.F.A</b> Visual Communication Design 2009 - 2013   Chennai, India
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## Skills

Design	Tools		
Design Thinking	Usability Testing	Figma	Procreate
UI/UX + Visual Design	Interaction Design	Sketch	Photoshop
UX Research/Strategy	Low/hi-fi Prototyping	InVision	Wordpress
Persona & Storyboarding	Wireframes & Mockups	Pen & Paper	AfterEffects