Sajin Antony

WEB / UI / UX / VISUAL INTERACTION DESIGNER

Vaughan, ON, Canada

I have over 16+ years of hands-on work experience in Web/UI/UX design, rapid prototyping, and front-end development for rich Internet applications and mobile devices. I practice user-centered design basing design decisions on user needs and business goals. I'm a creative problem solver, self-motivated, and have a stubborn eye for detail.

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Experience

User Experience Designer

TATA Consultancy Services

Vaughan, ON, Canada   May 2023 – Present   Cochin, Kerala, India   Oct 2014 – Apr 2023

As a UI/UX/Visual Designer, I have the responsibility of creating simple and delightful user experiences utilizing principles of user-centered design. My goal is to deliver intuitive design solutions that help people and achieve their goals.

- **User Experience** - Creates satisfying and compelling experiences for users of a product, often drawing on results from user research and workflow analysis.

- **Interaction Design** - Develop design **solutions** to elegantly solve key scenarios to solve user and business goals.

- **Rapid Prototyping** - Develop rapid **HTML** prototypes to evaluate the effectiveness of design solutions against identified scenarios.

- **Front-End Development** - Develop pixel perfect screens using HTML5/CSS3 and jQuery with the help of Bootstrap framework.

Senior User Interface Designer

Wipro Infotech

Cochin, Kerala, India   May 2014 – Sept 2014

As a UI Designer, my role is to create screens for the applications and to deliver intuitive design solutions that help people and achieve their goals. Screens are developed using HTML5/CSS3, jQuery with the help of the Bootstrap framework.

Senior User Interface Designer

IBS Software Services

Trivandrum, Kerala, India   March 2013 – May 2014

As a UI Designer, my role is to create screens for the applications and to deliver intuitive design solutions that help people and achieve their goals. Screens are developed using HTML5/CSS3, jQuery with the help of the Bootstrap framework.

- Iterative specification, design and prototype of interaction flows

- User interface design

- Visual design

- Wireframe design and information architecture

- Usability analysis and testing for new product features

- Worked with other developers to create a custom chart display engine, JSON-driven data API, AJAX-based navigation and dashboard with drag and drop functionality.

- Worked in Agile model

Senior Web Designer

Mab Ventures LLC

Cochin, Kerala, India   Feb 2009 – March 2013

As a senior web designer, I have the overall responsibility for all production work completed by the design team and for providing the UX strategic direction for the company.

- **Design Leadership** – Lead strategic thinking to ensure that simple and intuitive user experiences are designed and adhered to; define standards of usability and accessibility; empowering excellent, high-quality visual designs and front-end development; engage with product managers, design, and development leads to solving user and business goals using the principles of user-centered design.

- **Team Management** – Ensure designers understand the company's goals; understand what they are accountable for; and promote personal growth and professional development opportunities.

- **Process Improvement** - Seek to update and improve processes, to allow less wasteful, more streamlined design.

Web Designer

Maverick Automation & Software

Thrissur, Kerala, India   July 2007 – Jan 2009

As a web designer, I have the overall responsibility to design and develop screens as per the client's requirements.

- Design, development, and maintenance of company websites
- Print advertisements - magazines, flyerinserts
- Search Engine Optimization for websites
- Retail packaging design for globally distributed software program
- Created company collateral materials

Education

B-Tech in Computer Science & Engineering

Viswajyothi College of Engineering & Technology

Mahatma Gandhi University, Kerala (2002 – 2006)   Aggregate – 62%

HSC

National Higher Secondary School

State Board, Kerala (2000 – 2002)   Aggregate – 72%

SSLC

Carmel High School

State Board, Kerala (1999 – 2000)   Aggregate – 83%

Knowledge / Skills / Abilities

- User Interface Design
- Web Application Design
- User-centered Design
- Interaction Design
- Rapid Iterative Design
- Responsive Web Design
- Prototyping
- HTML5, CSS3
- JavaScript, jQuery, Bootstrap
- User Flow Design
- Polished Visual Design

- Style Guides
- Web Layout
- Color Palette
- A/B testing
- Agile
- Team Management

Tools / Software

- Figma
- Sketch
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Adobe Dreamweaver
- Invision
- Abstract

- Miro
- Visual Studio Code
- Eclipse
- Sublime Text
- Firebug Inspector
- Chrome Developer Tool