PUSHPA MURUGAN

UX / UI Designer

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EDUCATION

BACHELORS DEGREE IN CREATIVE ARTS
Deakin University　　　　　　**2016-2019**

TECHNICAL SKILLS

Strong working knowledge of a range, but not limited to the following:

- Sketch
- FIGMA
- Adobe Illustrator
- Adobe Photoshop
- Adobe Indesign
- Adobe After effects
- Adobe Premiere Pro
- HTML5, CSS & React.JS
- Wordpress, Magento
- Email Campaigns (MailChimp & Campaign Monitor)

RESEARCH SKILLS

- User Interviews
- Contextual Inquiry
- Usability Testing
- Affinity Mapping
- Heuristic evaluation
- Task Analysis
- Observation
- Personas
- Ethnography
- Storyboards

PROFILE

I am a designer specialising in UX, UI and digital design. I enjoy problem-solving with exceptional attention to detail. On top of being able to work autonomously, I also thrive in team-oriented work environments. I consider myself highly skilled in research, wireframing, prototyping and user testing. With my technical expertise and industry experience, I am able to create innovative and industry leading concepts and designs. I am looking for new opportunities to further develop my skills and gain industry experience.

WORK EXPERIENCE

SESIOR GRAPHIC DESIGNER　　　　　　July 2020 - Present

Sesimi / Melbourne

- Develop numerous marketing materials (logos, brochures and infographics), creating innovative and engaging results within the scope of the corporate identity and visual brand guidelines
- Utilized adobe suite and react.js to create detailed marketing materials that met our company standards.
- Analyse UX problems to design solutions that meet measurable business requirements and goals.

GRAPHIC DESIGNER　　　　　　May 2016 - Present

Freelance / Melbourne

- Meet clients and stakeholders to discuss and determine the objectives and requirements of the job
- Develop numerous marketing materials (logos, brochures and infographics), creating innovative and engaging results within the scope of the corporate identity and visual brand guidelines
- Develop websites, eCommerce sites using Magento, Wordpress and Prestashop.
- Produce online and offline communication materials to engage supporters, including graphics, copywriting, editing photos and digital design for social media.

UX/UI DESIGNER
Prayoga Creatives / Melbourne

June 2019 - July 2020

- Develop and create UX Concepts, Wireframes, High Fidelity Mock-ups, Visuals and prototypes across different form factors.
- Conduct in-depth user research about candidate's data; focusing on privacy, control, and customised experience.
- Analyse UX problems to design solutions that meet measurable business requirements and goals.

MEDIA CONSULTANT

May 2019 - April 2020

Mount Street Neighbourhood House / Melbourne

- Designed content for social media accounts and website banners, studying the analytics to improve with each posting.
- Directed public relation campaigns for the organisation.
- Produced & maintained content for company websites, newsletters and other promotional items.
- Supervised design and production process.
- Responsible for all in-house photography.

ART INTERNSHIP

March 2018 - June 2018

Ellenbrook Arts / Perth, WA

- Worked towards the major sponsored event, the Art Awards involving setting up the project, budget and mailing lists.
- Participated in curation, dissemination and all relevant processes.
- Developed all marketing collateral associated with programs: flyers, bookmarks, banners, etc.
- Used tools like MailChimp and Campaign Monitor to manage clients email campaigns.

JUNIOR GRAPHIC DESIGNER

December 2016 - Febuary 2017

New Platinum Designers / Pondicherry, India

- Involved in variety of projects including generating product labels, packaging, point of sale assets, print materials and digital brand assets (social media, website, EDM, blogs).
- Prepared finished artwork ready for external print contractors.

REFEREES

Referees can be arranged on request