

# Amith R K

Sr. UX/Visual Designer

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*I love making beautiful things with pixels and I enjoy crafting delightful, human centered digital experiences.*

## Experience

### Easy Expunctions - Sr. UX/Visual Designer & Developer

*Aug 2017 - Present, San Antonio, TX, USA*

- Developed, designed and prototyped workflows, wireframes and interfaces per product requirements.
- Designed an identity and brand, including a styleguide for products created by team.
- Delivered CSS specifications for User Interface mockups necessary for developers.
- Conceptualized and executed marketing materials such as posters, newsletters, etc.

### Freelance - UX/Visual/IA Designer & Developer

*Sept 2012 - Present*

- Delivered projects in the realms of UI/UX Design, Information Architecture, Branding and Identity Design, Web Design and Development, Marketing and Digital Illustration.

### USAA - UX/Visual Designer

*April 2016 - April 2017, San Antonio, TX, USA*

- Designed and prototyped workflow, wireframes and interfaces, based on product requirements.
- Designed an identity and brand, including a styleguide for products created by team.
- Collaborated with business analysts and developers to design a platform/device friendly experience.
- Delivered CSS specifications for User Interface mockups necessary for developers.
- Conceptualized and executed marketing materials such as posters, newsletters, etc.

### RIT - UX/UI/Graphic Design Teaching Assistant

*Jan 2015 - March 2016, Rochester, NY, USA*

- In-class assistant to professors teaching Undergraduate Design classes such as Web & Interface Design, Interactive Media Design and 2D Design.
- Taught students softwares such as Adobe Photoshop, Adobe Illustrator, Adobe InDesign and HTML/CSS development during lab hours.

### ESRI - UI/UX Design Intern

*May 2015 - Aug 2015, Redlands, CA, USA*

- With guidance from my mentor, designed wireframes, user interface mockups and iconography for Enterprise Softwares based on requirements.
- Developed illustrations required for marketing materials to be used on product websites.
- Built Twitter Bootstrap CSS theme using the organization's color palette and typography guidelines.
- Delivered CSS specifications for User Interface compositions necessary for developers.

### Kapnovate - UX/Visual Designer & Developer

*Aug 2013 - Jan 2014, Bangalore, KA, India*

- Collaborated with product managers to gather requirements and to iterate workflows and wireframes.
- Collaborated with lead developer to create web solutions for Enterprise Softwares.
- Designed and developed interfaces using HTML/CSS/JavaScript ensuring consistency across platforms.
- Developed logos and illustrations for marketing material to advertise products.

### NISSI Agency - UX/Visual Designer & Developer

*March 2012 - Aug 2012, Bangalore, KA, India*

- Collaborated with product managers to gather requirements and to iterate workflows and wireframes.
- Designed interface compositions for Enterprise Softwares using Adobe Photoshop, Adobe Illustrator.
- Developed user interfaces for products using HTML/CSS/JavaScript.
- Designed logos and illustrations for branding and marketing material.

## Education

### Visual Communication Design

#### Master of Fine Arts

*Rochester Institute of Technology*

*Fall 2014 - Fall 2016*

*Rochester, NY, USA*

### Computer Science Engineering

#### Bachelor of Science

*Sri Bhagawan Mahavir Jain College*

*Fall 2008 - Spring 2012*

*Bangalore, KA, India*

## Certificates

### Web Design & Development

#### Adobe Photoshop

#### 3D Modelling & Texturing in Maya

## Skill

User Interface / Interaction Design

User Experience / Identity & Branding

Art Direction / Digital Illustration

Pencil Sketching / Graphic Design

Print Design / Motion Design / 3D Design

HTML / CSS / JavaScript

Twitter Bootsrtap / SaaS

## Software

Adobe Illustrator / Adobe Photoshop

Adobe XDesign / Adobe InDesign

Sketch / Adobe AfterEffects

InVision / POP

Corel Draw / Autodesk Maya

Mac iWork / Microsoft Office

Mac / Windows

## Methodologies

User Persona / User Scenario

User Flow / Focus Group Testing

Usability Testing / Journey Map

Wireframing / Prototyping

A&B Testing / SWOT Analysis

Card Sorting / Agile Scrum