

Nowrose M.A

UX Designer | Visual Design | Product Designer | Figma Designer

My portfolio : <https://dribbble.com/nowroseuk>

Google - UX Design Professional Certification

PROFESSIONAL SUMMARY

Around 9+ Years of experience in all aspects of UX

Expert knowledge in the user interface design process and deliverables throughout the development life cycle including requirements refinement, task flows, storyboards, wireframes, screenshot, hi-fi prototypes and detailed design documentation. Adept at delivering high-quality interfaces by applying proven design principles obtained from experience, industry convention, and scientific research.

Self-motivated professional with strong Communication, Team Management, Creative and Strategic thinking skills.

Domain Knowledge:

Travel & Hospitality | Banking & Financing | Tele-Communications | Health Insurance | Transport & Communications | Information, Media & Entertainment.

EXPERIENCE

ConceptVine — Senior UX Designer

(NDesign Studio - 1year Contract Roll)

Chennai, Tamil Nadu, India. Full-time(Now).

Mar 2024 - Till Now

Aureus Tech Systems — Senior UX Designer

Chennai, Tamil Nadu, India . Hybrid Full-time

Dec 2022 - Feb 2024

Zensar Technologies Pvt Ltd — Visual Designer(UI/UX)

Hyderabad, Telangana, India · Remote Full-time

Dec 2021 - Dec 2022

HCL Technologies Pvt Ltd — Visual Designer(UI/UX)

Chennai, Tamil Nadu, India . Full-time

Chennai, TamilNadu,

India, 600077

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Mywebsite

<https://nowrosema.com>



SKILLS

Visual Design

UX Designer

User Interface Design

User Experience Design

Product Designer

Design System

Material Design

UI Design Principles

Wireframing

Prototyping

Web Design

Graphic Design

HTML/CSS

Tailwind css

Bootstrap 3.0

React.js (Ui)

Javascript

Shopify & WIX

FullterFlow

MAR 2017 - NOV 2021

AMP e-technologies Pvt Ltd — Web Designer (UX-UI)

Chennai, Tamil Nadu, India . Full-time

APR 2016 - FEB 2017

PROJECTS

Representative Client: SwissRe Insurance

Domain: Insurance & Financing

- Defining design proposals, user scenarios, interaction flow wireframes, and visual composite designs to satisfy target user and business needs.
- Designed simplified and optimised workflow for commercial insurance claims and appeals.
- Requirements analysis and gathering of business use cases to convert to UX design.
- Developing detailed mock up screens using figma for the business use cases.
- Established UX standards and guidelines to be followed across applications/components (Apple's & Android guideline, Other mobile platform guideline and Google's material guideline)
- Elaborate design review and user journey with stakeholders.
- Helping developers on UI design and guidelines to follow.
- Actively helped and educated juniors on UX design guidelines.
- Participated in peer design reviews and provided feedback.
- Manage a team of 3-5 employees, providing guidance and support to ensure successful completion of projects.

Tools used: Figma, Miro, Illustrator, Photoshop

Representative Client: Nedbank

Projects: CAMS Digital Merchant Projects

Domain: Banking & Financing

- Requirement gathering from the client, knowledge sharing, web trends and redefining the existing design brief till the final deliverables.
- Good experience in designing for all, the form factor (Mobile, Tablet, Desktop) whether its web app, native app or hybrid apps for all the major platforms iOS, Android, etc. and also worked on projects with multiple form factors with unified design (Responsive Design, Adaptive Design).

MAGIC TOOLS

Figma

Adobe Xd

Sketch

Micro

Framer

Webflow

Elementor

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Dreamweaver

Bootstrap/HTML/CSS

ONLINE CERTIFICATION

- How to Design & Prototype in Adobe XD
- User Experience(UX)
- Master in Photoshop
- Figma to React : Build Web Pages in Reactjs
- **Google - UX Design Professional Certification**
[View Certificate](#)

EDUCATION

BCA (Bachelor of Computer Application)

University of Madras-2003

- Digital onboarding journey of New To Bank customers using mobile banking app.
- High fidelity/low fidelity prototype developments.

Tools used: Sketch App, Miro, Illustrator, Photoshop

Representative Client: Verizon Business

Projects: MDR Sales Portal Phase I & Verizon Business Bluejeans

- Requirement gathering from business stakeholders and building new design mockups.
- High fidelity/low fidelity prototype developments in Invision.
- Developed new UI components.
- Followed Verizon brand guidelines in the new designs developed also worked on projects with multiple form factors with unified design (Responsive Design, Adaptive Design).
- Participated in peer design reviews and provided feedback.
- Manage a team of 3-5 employees, providing guidance and support to ensure successful completion of projects.

Tools used: Invision,, Miro, Illustrator, Photoshop

Representative Client: Halliburton Completion Tools

Responsible for leading the user experience efforts of Haliburton product/web application/Mobile application/program for new product development.

- Applied a range of UX design skills, techniques, and tools to enable the delivery of designs into a challenging market environment.
- Established UX standards and guidelines to be followed across applications/components.
- Elaborate design review and user journey with stakeholders.
- Helping developers on UI design and guidelines to follow.

Tools used: Figma, Miro, Illustrator, Photoshop

Representative Client: General Electric (GE Grid) | JCH-Johnson Controls | Konica Minolta

- Requirement gathering, UX design and prototype for desktop, web and printer applications.
- Elaborate design review and user journey with stakeholders.
- Helping developers on UI design and guidelines to follow.

Tools used: Axure-RP, Adobe Xd, Miro, Illustrator, Photoshop

LANGUAGES

- Tamil
- English

SOCIAL LINKS

<https://www.linkedin.com/in/nowroseu>

<https://dribbble.com/nowroseuk>

My portfolio

<https://dribbble.com/nowroseuk>

<https://nowrosema.com>

<https://www.behance.net/nowroseuk>