SREERAG GOPALKRISHNAN

Interaction / Visual Designer

EDUCATION

GOOGLE UX DESIGN
Coursera
2024

BACHELOR OF MANAGEMENT STUDIES
Marketing
2009 - 2012

DESIGN SKILLS

- User Research
- Drawing
- Interaction Design
- Interface Design
- Design System
- Visual Design
- Information Architecture
- Sketching & Ideation
- Storyboarding
- Wireframing Rapid
- Prototyping
- Usability Testing

SOFTWARE

- Figma
- Sketch
- Adobe XD
- Adobe Photoshop & Illustrator
- After Effect (Basic)
- Corel Draw
- HTML / CSS

CONTACT

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ABOUT ME

Dynamic Interaction/Visual Designer with a passion for creating interactive prototypes and visually engaging digital narratives. Proficient in translating user journeys into seamless interactions and compelling visual designs, ensuring optimal display and functionality across web, mobile, and tablet. Expertise in Defining, Ideating, Wireframing , Prototyping, and Usability-testing to ensure high quality user experience that aligns with the company's business goals.

WORK EXPERIENCE

PLAYERZPOT MEDIA PVT LTD
Senior UI / UX Designer (Lead) — 2017 - 2024

Spearheaded design projects for fantasy sports and gaming platforms from conceptualization to final delivery, enhancing user experiences across web and mobile platforms.

Collaborated with cross-functional teams, including product managers and engineers, to deliver exceptional user experiences.

Created wireframes, prototypes, and high-fidelity designs, streamlining the product development process and conducting usability testing to evaluate designs and make improvements based on user feedback.

Mentored junior designers, fostering a culture of growth and innovation.

UNISERVED TECHNOLOGIES PVT LTD
UI / UX Designer — 2015 - 2017

Created a digital experience for a food ordering platform conducting comprehensive user research, identifying user pain points, and crafting innovative solutions.

By fostering a collaborative team environment, ideated, and created wireframes and prototypes, and iteratively refined intuitive and engaging experiences across mobile apps and websites ensuring the designs meet the business objectives while prioritizing user needs, resulting in a seamless and enjoyable user journey.

MESOTEK SOFTWARE PVT LTD
Website & Graphic Designer — 2013 - 2015

Worked on a variety of projects, from creating new websites to redesigning existing ones, focusing on enhancing visual appeal and usability. Applied user experience principles and information architecture to develop intuitive, user-friendly interfaces.

Utilized web design tools and technologies such as HTML and CSS to bring designs to life, ensuring seamless and engaging user experiences.