



# Keerththana Ramkrishnan

High Performing Lead UX/UI Designer & UGC Creator

📍 Mississauga, ON, Canada

✔ Keerththana is **Available to work**

[Portfolio link](#)

[View profile on Dweet](#)

## Links

[LinkedIn](#)

## Work Preference

Location: Open to relocate

Pattern: Open to Part-time work

Employment: Freelance Assignments, Hourly Consulting

## Skills

Content Creation (Advanced)

Social Media (Advanced)

Social Media Marketing (Advanced)

Figma (Software) (Advanced)

Adobe Creative Suite (Advanced)

User Experience Design (UED) (Advanced)

Instagram Marketing (Intermediate)

Tiktok Marketing (Intermediate)

## Languages

English (Fluent)

## About

### PROFILE

### BRANDS WORKED WITH

Playlog

SwitchGrocery

XTM Inc.

Orange Gate Inc.

## Experience



### ● UX/UI Designer

Playlog | Nov 2021 - Now

Responsible for creating dynamic and responsive mobile app through user flows, wireframes, prototypes and mockups. Translating requirements into style guides, design systems, design patterns and attractive user interfaces. Designing UI elements such as input controls, navigational components and informational components. Identifying pain points and troubleshooting UX problems users face. Collaborating effectively with product, engineering, and management teams. Incorporating customer feedback, usage metrics, and usability findings into design in order to enhance user experience.



### ● Design Consultant

SwitchGrocery | Nov 2019 - Dec 2021

Working alongside SwitchGrocery leads to create design concepts for socials, website, and marketing campaigns to reach their existing consumers, attract new customers, and increase audience retention through a user centric approach. The brand focused visual designs helped increase overall company revenue by 25%.

### ● UX/UI Designer

XTM Inc. | Sep 2018 - Nov 2021

Developed and maintained print/web collateral, graphical standards, and marketing. Worked in conjunction with the Art Director in creating integrated designs for various types of design needs. Responsible for the development of UX designs, wireframes, user flow charts, and mock ups. Improved company brand identity by applying design principles, typography, colour theory, and composition to various brand promotional and marketing materials.

### ● Visual Designer

Orange Gate Inc. | Jun 2017 - Jun 2018

Able to quickly synthesize complex, data-rich material into data visualizations like infographics, online visuals, posters, etc. for our clients. I am responsible for working on agile video production with proven skills in After Effects that yielded positive results for the company. Established a strong brand image through developing marketing collateral, customer videos, and process visualization materials, using Adobe Creative Suite. Assisted in the production of presentation materials for clients and for business development.

## Education & Training

2017 - 2018

### ● University of Leeds

Exchange Abroad, Design

2014 - 2018

### ● University of Waterloo

Bachelor Degree, Global Business and Digital Arts