Premkumar P
Product Designer

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Profile Summary

- As a **Product Designer**, driving **product success and growth** by delivering **evidence-driven UX solutions** that align with **business goals.**
- With the experience of **2+ years**, I specialize in **end-to-end design processes**, **User research, Usability testing, and High-fidelity UI design**, ensuring seamless experiences.

Experience

3e infotech / Product Designer
AUG 2024 – PRESENT

- Working closely with backend and frontend engineers to ensure our digital solutions can meet clients' deadlines, expectations and needs.
- Complete ownership over the **design process** from collecting clients' needs to deployment of our services, which includes Research, Process Planning, Wireframing, Design, Prototyping, and Testing.

Dynamic Dreamers / UX/UI Designer
FEB 2021 – FEB 2022

- Successfully **led a cross-functional team**, fostering collaboration and efficiency through **Agile methodologies** like daily stand ups and sprint planning, resulting in improved project delivery.
- Conducted comprehensive **usability testing**, providing valuable insights to stakeholders, streamlining user experiences, and **aligning UX strategies with business objectives**, significantly minimizing recurring issues.

Key Achievements

- Aligned design solutions with business objectives, leading to a **35% improvement** in corporate deliverance accuracy.
- **35 qualitative research** studies and **35 quantitative research** studies
- **3+ Surveys** (QIA, Exploratory and Causal) performed with **150+ Users** and User Interview performed with **14 Users**.
- Derived **99% accuracy** of **10 User Problems** that had the mapping of **85 impacts on users.**
- ~**99% Users** Confirmed on the problems

Education

Master of Computer Applications
Sep 2022 – May 2024

St.Xavier's College of Engineering, *Anna University*

Bachelor of Computer Science
July 2016– May 2019

Noorul Islam College of Arts and Science, *Manonmaniam Sundaranar University*

Certifications

Core UX Design / UXED Practitioner Program   Jan 2025

Advanced Core UX Execution and Processes

UI Fundamentals / Uxcel   Aug 2022

Certified in UI Fundamentals, Color Psychology and
Accessibility

Google UX Professional Course / Coursera   Dec 2021

Readiness of UX Designing and Processes

Skills and Tools:

Research Methods:	Secondary Research, Competitive Analysis, Demographic Profiles and Persona Creation, User Interviews, Surveys, Heuristic evaluations, Usability testing, Card Sorting Techniques,
Design Tools:	Figma, Adobe Illustrator, FigJam, AI Tools, Photoshop, Spline, Protopie, Framer, WordPress
Technical Skills:	HTML, CSS, Javascript, React Native, Gatsby, Node JS, Tailwind CSS
Soft Skills:	Strong communication, Stakeholder Management, Problem-solving skills, Resilient in Receiving and Applying Feedback
Management Skills:	Project Documentation, Process Analysis, Business Acumen, Conduct Meetings & MoM preparations, Raising red/risk flags on-time to mitigate better and faster with the teams, Cross-functional Collaboration

Readiness for this job:

- Experienced in **end-to-end UX research & design**
- Proficient in **usability testing** and **feedback analysis**
- Skilled in **wireframing, prototyping, and interaction design**
- Experienced in **collaborating with cross-functional teams**
- Adept at communicating and **presenting design decisions**
- Proficient in **Agile workflows** and feature prioritization
- Knowledgeable in **front-end languages** and **developer collaboration**