



Namita Thomas

UX Designer

Details

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Links

[Portfolio](#)

[Linked In](#)

[Medium articles](#)

Skills

UX

User research

Concept Development

Design Thinking

Critical Thinking

Stakeholder management

Hi-Fidelity prototypes

Figma, Figjam

Adobe Photoshop

Adobe Illustrator

Miro, Mural

Branding

Story telling

Attention to detail

Adaptability

Profile

Experienced UX Designer adept at translating business goals and user needs into data-driven solutions. My strength lies in transforming creative concepts into visually compelling narratives. With a keen eye for detail and a strategic design mindset, I thrive in guiding projects from research to implementation across diverse industries. Fostering collaboration is my forte, ensuring that designs not only meet but exceed business objectives.

Employment History

UX Designer, YUJ

Jul 2022-Present

- Collaborated with leaders, product teams, and developers to create impactful product experiences in diverse domains: Industrial Manufacturing, E-auction platforms, E-commerce, and B2B products.
- Led creation of user-focused solutions with data-driven insights.
- Research and report on customer journeys through interviews and workshops to uncover friction points
- Engaged stakeholders through discussions, managing expectations, and prioritizing transparent communication.
- Presently involved in a UX project within the aerospace domain, focusing on enhancing user experiences for aviation systems.

Graphic Designer, Amazon(Contract)

Jun 2018-Jun 2019

- Partnered with marketers, merchandisers, design contractors, and digital agencies to establish a top-tier brand tone, voice, and visuals for Amazon Prime Music content.
- Conceptualized and crafted high-fidelity designs for in-app music content assets
- Crafted unified brand guidelines in collaboration with product and UX teams, ensuring adherence to specifications and style guides as per Senior UX Designer
- Streamlined design processes for seamless collaboration with stakeholders, prioritizing their needs and aiding in goal achievement.

Graphic Design Intern(PIRSQ)

Jun 2017

- Led the conceptualization and execution of the company's rebranding efforts
- Revamped the corporate logo to align with contemporary design trends and enhance memorability.
- Conducted product photoshoots for website imagery, enhancing user engagement, while optimizing Information Architecture (IA) and design assets.
- Collaborated closely with mobile app developer to conceptualize and design a mobile application, seamlessly integrating intuitive user interfaces with captivating visual elements.
- Extended design expertise beyond digital realms to enhance office supplies, including tee designs, packaging labels, envelopes and letterheads embodying brand identity in tangible forms.

Multi-media Designer(Freelancing)

Jun 2017-18

- As Design Head at TedxSJCBangalore, I lead marketing asset creation, established event voice, managed design efforts, supervised social media campaigns, and coordinated volunteer recruitment.
- Conceptualized and designed compelling posters for Christ University School of Law, Theatre Arts Club, driving engagement and participation in auditions. Furthermore, I orchestrated dynamic social media campaigns to amplify event visibility and community involvement.
- Designed logos and posters for Josephite Talkies, a storytelling platform, collaborating with speakers to create compelling visuals.
- Created a user-friendly smartphone guide for elderly, emphasizing simplicity and functionality to facilitate adaptation to touch screen technology.
- Crafted print advertisement for Reynolds Inc, designed engaging social media posters to recruit interns for Yellow Monkey Studio, and created captivating poster designs for a short film.
- Crafted personalized wedding invitations, ensuring each design reflected the unique style and personality of the couple while maintaining a high level of aesthetic appeal and attention to detail.
- Collaborated with a client to conceptualize, direct, and meticulously edit a compelling music video, ensuring alignment with their vision while infusing creative elements to captivate the audience.

Education

Srishti Manipal Institute of Art, Design & Technology

MA Experience Design | Jun 2020-Jul 2022

St. Josephs University

Bsc Visual Communication | Jun 2014-Jun 2017

Certifications

Foundations of User experience design

Google | Jun 2021

Accessibility fundamentals

Microsoft | Feb 2021

Enterprise Design thinking Practitioner

IBM | Feb 2020

Design Thinking

The Interaction design foundation | Feb 2019

User Experience: The Beginner's guide

The Interaction design foundation | Feb 2019