

# MAGESH BABU

PRODUCT DESIGNER

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## [Portfolio](#) (Click here)

Product Designer with a degree in Product Design and 4+ years of experience. Skilled in UX, interaction design, and visual design. I create intuitive and user-centered products.

## Skills

### Design

Visual Design, User-Centered Design (UCD), Storyboarding, Responsive Web Design, Typography, Color Theory, Mobile App Design, Branding & Identity, 3D Visualization.

### UX

User Research, Persona Development, User Flows, Wireframing, Information Architecture, Rapid Prototyping, Journey Mapping, A/B Testing, Usability Testing, Accessibility Testing.

### Design & Front-End Coding Tools

Figma, Miro, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe XD, HTML, CSS, JavaScript.

## Experience

### UX Designer at Graphene AI

Bangalore, India. | Oct 2023- Present

- Led the design of a high-impact SaaS platform, boosting user engagement by 30% through enhanced onboarding and improved feature usability.
- Collaborated with cross-functional teams, including product managers, developers, and stakeholders, to deliver innovative design solutions within an Agile framework.
- Mentored junior designers, providing guidance on best practices, design techniques, and user-centered design principles, enhancing team output and consistency.

### Associate Designer at HRS Navigation

Bangalore, India. | June 2022- May 2023

- Led the design of a B2B healthcare desktop application, boosting user adoption by 20% through optimized workflows and streamlined user interfaces.
- Designed end-to-end user flows, wireframes, and interactive prototypes for a complex healthcare system, boosting product usability and user satisfaction.
- Conducted user research and performed usability testing, incorporating insights into design iterations to enhance functionality and meet user needs.

## Product Designer Freelance

Bangalore, India. | May 2020- May 2022

- Led the website revamp, improving user experience and interface design, resulting in a 25% increase in user engagement and conversion rates.
- Developed and prioritized user personas and customer journey maps, guiding the design process and aligning features with business goals.
- Optimized the design of a mobile application, focusing on visual hierarchy and interaction, leading to a 40% increase in user retention and enhanced app performance.

## Education

### Ramaiah University - Bachelor of Design (Product Design)

Bangalore, India. | Aug 2018- May 2022

## Projects

### Mobile Banking App *(Click here)*

Designed a mobile banking app, focusing on optimizing conversion rates and significantly reducing bounce rates. The intuitive design guides users seamlessly through the app, ensuring a smooth and efficient user experience.

### Crypto Trading Website *(Click here)*

Designed a Crypto Trading website, prioritizing user experience, security, and real-time market data. The design ensures a seamless and intuitive interface, allowing users to navigate securely while accessing up-to-date trading information and making decisions.

### Time Management App

Created a time management app, empowering users to set goals, track their progress, and manage tasks effectively. The user-centric design enhances task management, providing users with an intuitive interface for better productivity.

## Courses & Certificates

### UX Foundations: Content Strategy

Linkedin Learning | May 2022- Jul 2022

### Web Design & Development

Linkedin Learning | Jun 2022- Jul 2022

### Accessibility for Web Design:

Linkedin Learning | Aug 2022- Sep 2022

## Key Achievements

Enhanced User Satisfaction by 25% - Designed user flows, wireframes, and prototypes to improve usability.

Boosted User Engagement by 30% - Designed a high-impact SaaS platform, enhancing onboarding and usability.