



Karthikeyan Kasinathan

UI/UX & PRODUCT DESIGNER

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Objective

As a passionate and **user-focused designer** with a strong foundation in **UX/UI and product design**, I bring a deep curiosity for understanding user behaviour and **solving real-world problems** through intuitive, impactful design.

With experience working across end-to-end design processes, I specialise in translating complex ideas into clear, user-friendly experiences. I've worked both independently and within **Agile**, cross-functional teams, contributing from **research and ideation** through to **wireframing, prototyping**, and final UI delivery.

Proficient in tools such as **Figma** and **Adobe Creative Suite**, I combine creativity with a structured, user-centred approach to design. I'm particularly interested in creating scalable, accessible solutions that balance user needs with business goals, while continuously learning and growing within collaborative product environments.

Experience

UI/UX & Product Designer of Osdire Marketplace - (icopify – Liverpool)

Jul 2025 - Current

- Conducted foundational UX research including competitor analysis, user interviews, and persona development to shape early product direction.
- Created wireframes, user flows, and interactive prototypes to validate design concepts and map intuitive navigation paths.
- Collaborated closely with product managers and developers in an Agile environment to align design strategy with business goals.
- Applied UI design best practices to build scalable, responsive interfaces aligned with brand identity and accessibility standards.
- Facilitated feedback sessions and iterative design improvements based on stakeholder input and early user testing.
- Contributed to defining the initial design system, including reusable components and visual guidelines for future scaling.

UI/UX Designer- Exp. 6 yrs. (Adappt.co.uk– London -Remote)

Dec 2017 - Jun2025

- Performed **Usability Testing**, figured existing **UI Flaws**, and created **Low-Fidelity Wireframes** and **Interactive Prototypes** to visualize and iterate on design concepts.
 - Collaborated closely with the Sales Team to develop **Product Concepts** and design **Bid/Tender** proposals, resulting in a **Higher Winning Ratio**.
 - Demonstrated the ability to translate **Business Requirements** into **Innovative Design solutions**. My collaboration with cross-functional teams, including Sales, Marketing, and Development, has ensured seamless project execution and client satisfaction.
 - Led end-to-end UX design processes, from **Research** and **Wireframing** to **Prototyping** and **User Testing**, ensuring data-driven and user-centric solutions.
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- Implemented **A/B testing** and heatmaps to measure user engagement and optimize UI/UX performance.
- Conducted UX research, including **User Interviews**, **Surveys**, and **Usability Testing**, to gather insights and validate design decisions.
- Applied **Human-Centered** design principles to develop intuitive and engaging user interfaces, ensuring seamless user experiences across web and mobile applications.
- Collaborated closely with cross-functional teams, including **developers**, **product managers**, and **stakeholders**, to deliver seamless digital experiences.
- Engaged with clients to understand their business objectives and translated requirements into effective design solutions.
- Ensured consistency across projects by contributing to and maintaining a **Design System** for scalable and cohesive digital experiences.

Clients I worked with :



World Health Organization



LexisNexis



Banijay



CUBE

General Pharmaceutical Council

Graphic & Packaging Designer - Exp. 2yrs. (Straive.com – India- Onsite)

2015 - 2017

- Designed compelling visual assets for Digital and Print, including Social Media Graphics, Brochures, Advertisements, and Presentations.
- Worked with marketing and product teams to create engaging presentations and promotional materials.
- Incorporated photography into designs to create engaging and dynamic visuals.
- Managed multiple projects simultaneously while maintaining high attention to detail and meeting deadlines.

Clients I worked with :



WILEY



Carrefour



Disney



nickelodeon

Key Skills

UI

- Visual Design
- Accessibility (WCAG Standards)
- Motion Design
- Wireframing
- Prototyping
- Interaction Design
- Design System
- Micro Interaction
- Dev Handsoff

UX

- User Research
- Personas & User Journeys
- Usability Testing
- Cognitive Psychology
- Design Thinking & Problem-Solving

Technical Skills

- Figma (Figjam, Figma Make)
- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Motion Graphics (After Effects, Premiere Pro)
- Interactive MVP
- Micro Animation
- HTML - CSS – Basics
- Corporate Identity & Logo Design
- Vector & Raster Graphics
- Image Editing & Retouching
- Print Design & Pre-Press Preparation
- Social Media Graphics
- Infographics & Data Visualization
- Packaging Design

Education

Bachelor of Computer Science
Thiruvalluvar University - India

2011 -2014

Certifications

Multimedia & UI/UX Design Professional Certificate
Amaze Media College