

Yaamini Kanthaswamy

UI/VISUAL DESIGNER

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A creative, results-driven, detailed-oriented professional with exceptional UI design skills who excels at developing and implementing innovative concepts aligned to marketing and business objectives, both individually and as part of a team.

Experience

Travel Edge, UI/Visual Designer

2016–Present

- Define interaction models, user task flows and UI specifications for ADX (Agent Digital Experience), a web application tool used by over 300 travel agents to book flights, hotels, cruises and insurance for over 20,000 travelers, generating \$40 million in revenue.
- Develop wireframes and high-fidelity mockups for desktop, tablet and mobile devices at a variety of resolutions and using responsive grid-based layouts using Sketch.
- Design visually engaging landing pages and lead generation forms based on user research, analytics, and A/B-tested variations, and increased total sales leads by 30%.
- Communicate and present end-to-end experiences, interaction models, and screen designs to executive-level stakeholders using interactive prototypes with InVision.
- Enforce visual and brand consistency across multiple features, having created a cohesive style guide and UI pattern library.
- Lead regular UI training sessions for developers and leverage Chrome Developer Tools to apply feedback by making live updates to the CSS and HTML.
- Define behaviour of visual elements through iconography, micro-interactions, navigation and menu items using Adobe Creative Suite.
- Engage in testing and quality assurance during technical implementation by reporting defects and troubleshooting problems in order to suggest usability improvements.
- Use a consultative approach to gather feedback from user researchers and provide recommendations to business analysts during the development of user stories for both new and existing features.
- Work in close collaboration with developers and business stakeholders using an Agile methodology to adapt designs in response to changing requirements and specifications.

Kensington Tours, Senior Designer

2011–2016

- Redesigned the Kensington Tours website and handled its overall management – competitive research, user analysis, wireframes, high-fidelity mockups, style guide, UI pattern library, CSS, HTML framework, user-testing, A/B testing, proofreading and sourcing all imagery.
- Established and sustained relationships with vendors and ensured cost-efficiency and quality of print materials while proactively searching for new suppliers and negotiated best pricing, successfully securing up to 60% savings on brochure print-runs.

Skills

Visually engaging designs
Sketching and wireframing
Low to high fidelity mockups
Interaction design
Web, mobile and print design
Agile methodology
Style guides and UI pattern libraries
User research, analysis and flows
Usability testing and prototyping
Iterating and A/B testing
HTML and CSS knowledge
Strong communications skills
Collaborating with stakeholders

Tools

Sketch
InVision
Sublime Text
Adobe Creative Suite (Photoshop, Illustrator, Lightroom, InDesign, Dreamweaver, Premiere Pro)
Slack
Basecamp
Jira

Education

The University of Western Ontario
Class of 2006

Bachelor of Arts in Media, Information and Technoculture

Fanshawe College
Class of 2006

Diploma in Multimedia Design and Production

- Applied the introduction of new *Travel Becomes You* branding across all marketing material in web and print mediums while remaining creative and unique in artistic direction, especially in achieving a fresh look for new sides of the business (*Compass Blog, Explorers In Residence program, KCares*).
- Maintained proficiency and comfort in designing and developing for web (newsletters, website, landing pages, microsites, web ads) and print (flyers, brochures, large-scale posters, banners) by keeping up-to-date with Adobe Creative Suite and HTML/CSS and applying new features and functions to development.

Scotia iTRADE, Lead Graphic Designer/Customer Marketing Manager
2006–2010

- Handled company-wide re-branding through design, implementation and maintenance of all web and print materials.
- Conducted weekly interdepartmental customer experience focus groups to identify and present marketing solutions to senior management for implementation.
- Built communication strategies to react to market conditions based on consumer trends and growth initiatives.
- Managed integrated multimedia projects (instructional flash demos, online interactive help centers, and trade show booths) using planning storyboards, designing all image assets, supervising photo shoots, and keeping production costs within budget.

Eldertreks Tour Operator, Assistant Art Director
2004–2006

- Created annual brochure, monthly magazine and trip-kits, providing design assets such as logos and iconography, selecting and enhancing images for production use and recommending visual concepts and layouts for publications.

Professional Development

RED Academy
2017

UI Designer Essentials:
Apply design theory foundations to create engaging user interfaces for apps and websites with a focus on prototyping (using InVision) and mobile app design (using Sketch).

HackerYou
2014

Advanced Web Development:
HTML5, CSS3, website accessibility requirements, responsive web design, Sass, LESS, converting designs to HTML/CSS, best practices for modern web development, JavaScript, jQuery.

Institute of Communications Agencies
2009

Communications and Advertising Accredited Professional:
Building branding and communications strategies for effective, multi-channel solutions, and using consumer research to generate insight and evaluate strategic direction.