

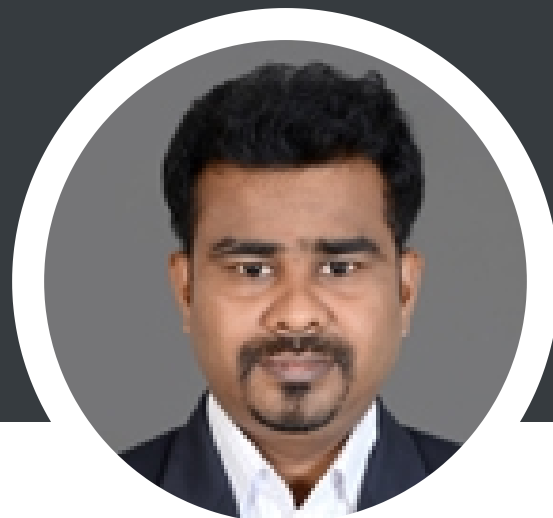
# DURAIYARASAN

## UI/UX DESIGNER

Mobile  
+91 9840871679



Location  
Siruseri, Chennai - 600130



Email  
duraiab@gmail.com



Website  
<http://www.duraiweb.com/>



### EXPERIENCE

Happiest Minds Technologies Ltd.

Dec 2020 - Till date

**UI/UX Design Lead**

Project : Argus, Innomaint

**AntWorks**

Apr 2019 - Jun 2020

**UI/UX Design Lead**

Project : Process Discovery,  
Accounts Payable Service,  
Email Classification

**Superior Innovative  
Technologies Pvt. Ltd.**

Sep 2013 - Dec 2018

**UI/UX Design Lead**

Project : Novus, Easy ICD coder,  
KJ Research foundation, MyLocal 338

**Xerago E-Biz Services Pvt. Ltd.**

Mar 2006 - May 2013

**Front end Developer & Web Designer**

Project : Citibank India, Glassisgreen,  
VGN, Royal Sundaram, Purple Teal

### HOBBIES

Photography  
Painting  
Listening music

### PROFILE HIGHLIGHTS

10.5 years experience in  
UI/UX Design

Aircraft, RPA, US Health care  
product, Banking &  
Insurance Domain

Mobile, Web & Windows  
application

### SKILLS

UX research  
Requirements analysis  
User empathy  
User persona  
Story board  
User flow  
Information architecture  
UX writing  
Prototypes & Wireframes  
Interaction design  
Visual design  
Usability testing  
Front-end-Coding

### DESIGNING TOOLS

Adobe XD  
Figma  
Sketch  
Balsamiq  
Adobe Photoshop  
Adobe Illustrator

### EDUCATION

MBA (System Management)

2016 - 2018

**University of Madras, Chennai**

BSC (Computer Science)

1999 - 2002

**Thiru. Vi. Ka. Govt. Arts College,  
Thiruvarur**

### CERTIFICATION

Advanced UI UX Design

2020

**Aspira Design, Chennai**

Advanced Diploma in  
Multimedia (ADIM)

2002 - 2005

**Arena Multimedia, Chennai**

### AWARDS

Best Innovator Award in UX, 2021

Appreciation Award in UI, 2015

### REPRESENTATIVE CLIENTS

- Argus - Aircraft (USA)
- Process Discovery - RPA (Japan)
- Email Classification - RPA (Singapore)
- Novus - Healthcare (USA)
- Local 338 - Healthcare (USA)
- Easy ICD Coder - Healthcare (USA)
- Citibank - Bank (India, Singapore)
- Royal Sundaram - Insurance (India)