

# Sarath P S

Sr. UI Designer

Bengaluru, India

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[www.sarathlive.com](http://www.sarathlive.com)

**I have over 8+ years of experience as a creative UI/UX designer with a focus on human-centered design.**

**I advocate a user-centered design approach and feel that watching and understanding human behaviour is critical to any design process. Being a design addict and an UI/UX enthusiast, I always look forward to opportunities where I can learn, innovate and exercise creativity.**

## SKILLS

Figma

Sketch

Photoshop

Illustrator

Invision

Zeplin

## PROFESSIONAL AREAS

UI Design, Interaction Design, Responsive and Adaptive Design, Prototyping, Visual Design, Design Systems and Component Libraries, Accessibility and Inclusive Design, Usability Testing, Cross-functional Collaboration, Leadership and Mentorship

## EDUCATION

**PGDMA - Info Prism Private Limited**

December 2010 - Thrissur, Kerala

**B.Com - Calicut University**

2008-2011 - Thrissur, Kerala

## EXPERIENCE

**Pixis - Sr. UI/UX Designer**

January 2022 to Present - Bengaluru

- **Role and Contribution:** Collaborated with various teams including project managers, product analysts, and fellow designers and developers to enhance accessibility of AI for marketers.
- **Solution Design:** Created an end-to-end solution focusing on Creative AI, Creative Feed Generator, and an Internal Dashboard.
- **Design System:** Developed a detailed design system specifically tailored for the product. This system prioritizes scalability and consistency, ensuring a cohesive user experience across the board.

**NetBramha Studios - Sr. Visual Designer**

April 2018 to January 2022 - Bengaluru

- **Seniority and Expertise:** Positioned as a Senior Visual Designer with a focus on mentoring others. This suggests a high level of experience and proficiency in the field.
- **Notable Projects:** Worked on diverse and impactful projects including Qwiksilver, Cloudnine, Shadowfax, ACT, Emmar One, Semnox, Mswipe, SIS, etc.

**Awesome Daddies - Lead Visual Designer**

August 2016 - April 2018 - Kochi

- **Specialization in UI Design:** Focused expertise in UI (User Interface) design, suggesting a deep understanding and proficiency in crafting visually appealing.
- **Collaboration with UX Designers:** Collaborated closely with UX (User Experience) designers, highlighting a partnership in creating cohesive and user-centric experiences.

## PORTFOLIO

### My Website

[www.sarathlive.com](http://www.sarathlive.com)

### Recent Works

Pixis:

<https://sarathlive.com/pixis.html>

Cloudnine:

<https://sarathlive.com/pregnancy.html>

Shadowfax:

<https://sarathlive.com/logistics.html>

## ACHIEVEMENT

### A'Design Award

World's Most Influential Design Award, Italy

### Team Player of The Year - 2019

From Netbramha Studios, Bangalore

### Champion of Empathy & Team Spirit - 2019

From Netbramha Studios, Bangalore

## Blue Horizon Infotech - UI Designer

April 2014 - August 2016 - Kochi

- **Global Collaboration:** Engaged in website projects on a global scale, indicating experience working across diverse cultures, markets, and potentially multilingual or multinational requirements.
- **Individual Contributor Role:** Functioned as an individual contributor within the company, indicating a self-driven approach and the ability to independently tackle challenges and contribute significantly to project success.

## CURRENT JOB RESPONSIBILITIES

As the leader of a nimble design team at Pixis, I had the privilege of heading a compact yet highly effective group of 4 talented UI/UX designers. Our collaborative synergy was pivotal in driving the delivery of optimal design solutions that resonated with the broader objectives of the product team.

Working in close collaboration with the entire product team, I played a pivotal role in ensuring that our design solutions were not only visually captivating but also aligned seamlessly with the overarching goals and user needs.

Beyond my individual contributions to design projects, I embraced the role of a mentor within our tight-knit team.