Sivachander P A

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(Site design in progress)

PROFESSIONAL SUMMARY

Experienced Quality Assurance professional shifting gears to pursue a career in design. Passionate about user-friendly design and aesthetics, I bring 7 years of expertise in ensuring top-notch product quality and usability. Skilled in UI/UX principles, design tools, and collaborative problem-solving, I'm eager to contribute in crafting intuitive and visually appealing digital experiences.

TECHNICAL SKILLS

- ✅ User Interface (UI) Design
- ✅ Visual Design
- ✅ Usability testing (Lookback)
- ✅ Prototyping and Wire-framing
- ✅ Adobe Creative Suite (Photoshop, Illustrator, XD)
- ✅ Figma, Sketch, Nila, Spline and Wordpress.
- ✅ HTML/CSS basics
- ✅ Attention to Detail
- ✅ Problem-solving
- ✅ Communication and Collaboration
- ✅ Multi-tasking
- ✅ Leadership

WORK EXPERIENCE

2016 ~ 2020 [QA]- Testing the product, Deploying the product in cloud, Usability testing, UI testing, Functionality testing, QoS.

2021 ~ current [QA MO] – Team management, QA head for a team of 5 members, Design discussions, Topic reviews, QA reviews, Mentored over 8 people

EDUCATION AND COURSES

2022 ~ 2023 – Post Graduate Diploma in UX Design, UX Design Institute, Ireland – Cleared the final examination with 94%. Also got the best UI design note for the final project.

2019 ~ 2021 – Masters in Psychology, Madras University (Distance Education) – Distinction

2012 ~ 2016 – Bachelors in Engineering – Electronics and Instrumentation, Sri Sairam Engineering college. 7.7 CGPA

TOOLS EXPERTISE

FIGMA   **SKETCH**   **ZOHO NILA**   **ILLUSTRATOR**   **PHOTOSHOP**   **PENPOT**

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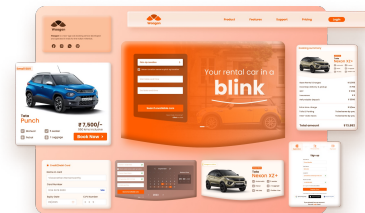✉ sivachander.pa@zohocorp.com 📞 +91 9043 937 532 🔗 www.sivachander.com
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PROJECTS AND ACHEIVEMENTS

1 Waagan – Simplifying the car rental booking experience for the next gen

A breezy, modern car rental application built from scratch with usability, multi device support and reliability in mind. I did this as my final project for the Post graduate Diploma in the UX Design Institute. I did a complete case study starting from Research to prototyping to developer hand-off.

- ✅ Competitive Benchmarking
- ✅ User Survey
- ✅ Usability Testing
- ✅ Customer Journey Map
- 🏆 94% in the final exam

- ✅ Affinity Diagram
- ✅ User Flow diagram
- ✅ Interaction Design
- ✅ Prototype
- 🏆 Got Best Design mention

Check the case study

2 Reflex – Designing a Journal app that understands your needs

A modern, bold, neumorphic journaling app that takes a de-route on additional features and focuses purely on distraction free writing. Journal in a scintillating, ads-free & a blissful world in Reflex. I did Information architecture and UI prototyping and am currently working on its redesign.

- ✅ Information Architecture
- ✅ Wire-framing
- 🏆 Won **2nd Prize** at the Nila Design challenge#3 held across Zoho
- 🏆 Got Nila Goodies

- ✅ Hi-Fidelity
- ✅ Prototyping

Check the case study

3 The Copper Factory – Drinking water the right way!

Drinking water is quintessential for our living. Why drink it the wrong way? The copper factory aims at taking us back to our roots. I designed both the product and the website. I learned and used Spline to create 3D models and prototyped some parallax effects in Figma.

- ✅ Wire-framing
- ✅ 3D Prototyping

- ✅ 3D modelling in Spline
- ✅ Parallax effect design

Check the case study