



# PREMALATHA GOVINDARAJ

UI/UX Designer

## ACADEMIC QUALIFICATION

### Specialization:

Visual Communication Design  
University of Madras, INDIA

### Skills:

Proficient in Sketch  
Proficient in Adobe Creative Suite  
(Photoshop, Dreamweaver, Adobe XD and Illustrator)  
Proficient in Balsamiq  
Proficient in Microsoft Tools  
Identity and Brand Development  
Intermediate in HTML / CSS  
Manual Testing, Bugzilla ,and JIRA

### Certification:

Software Testing & Automation Basics

### Others:

Painting, Pencil sketches and Photography

## SUMMARY

- 15+ years of extensive experience in leading, strategizing and implementing best practices for UX/UI, Information, and Interaction development platforms.
- Extensive knowledge in solving business problems through design and UX.
- Work across "User-centered design" project portfolio and teams to guide & take ownership & responsibility for content and deliverables.
- Good at creating responsive Web User Interface (UI) using HTML5, CSS3 that follows W3C Web Standards and is browser compatible with web 2.0 technology.

## GET CONNECTED

- [linkedin.com/in/premadesigner/](https://www.linkedin.com/in/premadesigner/)
- [instagram.com/premashokbharathi](https://www.instagram.com/premashokbharathi)

## PORTFOLIO

- [www.designerprema.com](http://www.designerprema.com)

## PROFESSIONAL EXPERIENCE

### Lead Experience Designer - UX/UI

Cognizant – Toyota (Plano TX)

Jul 2019 to Till now

**PROJECTS:** Toyota CCPA Privacy Hub, Toyota TIPS UI, Toyota Data Excellence, Toyota Service Garage, Lexus TCCP, PUB Tools and Toyota Innovation (Pioneering Innovation) and some Business Presentations.

- Designed wireframes and click-thru prototypes for the web apps and portals.
- Provide UX solutions and create brand specific UI design mock-ups.
- Analyse business problems and work with product teams to solve the problem by using Design Thinking methods i.e., Whiteboarding, Low-fi Wireframes, Visualizing and provide solutions for complex scenarios.
- Coordinate with developers to build the UI and involve in UI review activities post development.

### UI/UX Designer(Contract)

Great Western Home Loans (Plano TX)

Jan 2019 to Apr 2019

- Designed wireframes and mockups for the **Great Western Home Loans** website.
- Create Web UI and responsible for creating a key design and following further development.
- Visualizing and providing solutions for complex business/design scenarios.

### UI/UX Designer

Genome Life Science (Chennai India)

Jul 2015 to Jun 2016

- Create corporate identity, wireframes and mockups for the website and applications, vector icons.
- Developed Web User interfaces and responsible for creating key design.
- Visualizing and providing solutions for complex business/design scenarios.

### UI/UX Designer/Developer

Technozant (Remote job Austin TX USA)

Jan 2014 to Jan 2015

- Designed corporate identity and designed mock-ups for the web site design.
- Designed and developed standards based HTML5 and prototypes.
- Test Requirement, Test Scenarios identification, Test case preparation, Test data preparation, Test case reviews and approval etc.

### UI Designer

HPS - Health Plan Systems (Chennai India)

June 2007 to April 2009

- Create Splash screen UI design mock ups for the desktop applications.
- Designed and developed standards based HTML5 and CSS3 driven Web Application Prototypes.
- Developed well-formed and optimized application in collaboration with Project Managers. Support Integration of HTML5 and CSS3 with Development groups.

### Senior Designer

ProconIT (Chennai India)

Jan 2006 to Nov 2006

### Art Director

Crew Infomatics (P) Ltd. (Chennai India)

Jan 2002 to Aug 2005

### Graphic Designer

HCL Technologies Ltd. (Chennai India)

Nov 2001 to Jan 2002

### Controller - Digital Videos (Multimedia)

Avigna Technologies (P)Ltd. (Chennai India)

June 1997 to Oct 2001