



647-865-5009

THIVEYA.COM

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LINKEDIN.COM/IN/THIVEYA-MUTHU-00070531

SUMMARY

Highly motivated User Experience Design professional with 6 years experience in banking, tourism, transportation, social media portal, research, government and learning platform.

KEY SKILLS

What I live and breathe

Sketch
Invision
Adobe InDesign
Adobe Illustrator
XMind (Sitemap)
Keynote

What I know well

Google Analytics
HTML & CSS
JavaScript
Adobe Photoshop
GIT

What I'm learning

Adobe XD
Service Design
Google Tag Manager
Usertesting.com
Optimalsort.com

WORK EXPERIENCE

Senior User Experience Architect

UX Team, FCV Interactive

Feb 2015 - Present

- Engaged at every phase of project from start to finish. Including: business development, analysis and requirements gathering, user research, design and prototyping, development support, and testing
- Championed the adaptation of User Centered Design principle for major strategic clients
- Delivered user-flow diagrams, sitemaps, wireframes and prototype for innovative and engaging digital experiences serving a wide variety of brands and industry verticals
- Converted strategic thinking into interactive solutions that unified client objectives with user needs and collaborating throughout production to launch

Interaction Designer

Client Experience Team, Tangerine (formally ING Direct)

July 2014 - Jan 2015

- Developed use case charts and UI mapping for end to end user touch points
- Conducted white board session and brain storming activity to sketch out UI
- Created low to mid wireframe using white board, hand drawing, Balsamiq and Axure
- Information architected web content and pages
- Analyzed BRD and recommended functionality for better client experience
- Rapidly prototyped using HTML5, CSS3 & JS for user testing purposes
- Conducted firm wide presentations and walk through session for different stake holder groups

Front End Web Developer

Digital Marketing, Tangerine (formally ING Direct)

July 2013 - July 2014

- Designed and developed fully responsive client facing banking user interface in rapid coding environment
- Implemented the best user experience possible to perform everyday banking
- Analyzed the hierarchy of content from dynamic pages and marking up using HTML5 tags
- Used GIT version control system to track versions and features
- Worked within the extended marketing team to deliver exceptional design and interaction
- Redesigned and modified HTML, JS, CSS code for mortgage and saving calculator (MVC App)
- Re-skinned Tangerine Sharepoint Employee Intranet portal - Tangerine Central

Web UI Designer

Media production, Paisley Products of Canada Inc.

Jun 2012 - July 2013

- E-Commerce web front-end, UI and UX design and development
- Designed and developed Email newsletters and managed social media websites
- Developed wireframe and mockups in the process
- Worked with photographer, copy writers and backend developers to get content and functionality ready from planning to executing different stages of the project



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User Interface Designer / Web Content Developer

Jun 2012 - July 2013

Marketing and Media production, ADset.com

- Developed a complete concept with Web App, including; Prototyping and Designing Functionality
- Co-ordinated with off-shore programmer in building a complete Social Networking Site based site
- Analysed Project Proposals, Product Marketing, Site Maintenance and Back-end Administrator

Jr. Graphic Designer

Mar - Jun 2012

Marketing and Media Production, Seneca College

- Designed cover page of handbook as part of a student competition
- 30,000 copies were printed and was considered as one of the largest publications in Canada
- Redesigned campus location map, calendar, exam schedule table and calendar

Interactive Designer

June - Dec 2011

Human Resource Department, Royal Group, Toronto

- Created an interactive presentation for new employee corporate orientation across the country
- Articulated information and data using graphic elements to help the employee process information effectively
- Worked with Human resources team member to gather content and design web pages
- Used Flash to develop presentation and hosted it in the employee intranet site

EDUCATION

Advanced Diploma in Graphic Design

Jan 2010 - Dec 2012

Seneca College of Applied Arts and Science, Toronto

Information Technology Studies - Continue Education

Jan 2013 - Sept 2013

Ryerson University, Toronto

AWARDS

APP/ACC Leadership Award 2012

- Demonstration of a unique or outstanding contribution towards college life
- Exceptional academic, personal and college achievements, Strong character and integrity

Seneca Student Handbook Cover Contest 2011/2012

- Winner of the Annual Design Contest
- Developed Concept Cover Page for Student Handbook conducted my Student Services and SFF

REFERENCE UPON REQUEST