

Pavithra Baskaran

User Experience Designer

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Collaborative problem-solver using design thinking methodologies to create impactful, human-centered experiences.



Experience

Jun 2023 - Aug 2023

UX/UI Design Intern
Brandhackers, Kozhikode.

- Identified complex user problems through **heuristics and usability research** while working in a fast-paced, agile environment.
- Translated user insights and behaviours into low and high fidelity wireframes, user flows and interactive prototypes.
- Developed **Design Systems** that increased delivery speed by **70%** and maintained **consistency** across products.

Mar 2021 - Feb 2022

Content Developer
DOT School of Design, Chennai.

- Collaborated with cross-functional teams to **align content with business** requirements while staying ahead of industry trends.
- Created **cross-platform media** (Graphic & Written) that increased **website traffic by 40%** and **content engagement by 80%**.
- Managed **content development** that conveyed company's values in innovative ways using trends and emerging technology.

Sept 2019 - Feb 2020

Asso. Digital Marketeer
Netrocon Digital Solutions, Chennai.

- Led a **5-person marketing team** to develop and implement large-scale campaigns for a premiere Design Education Institute in South India.
- Oversaw the **redesign of landing pages** resulting in an increase in **sales conversions by 42%**.

Education

M.Des in Experience Design from
National Institute of Fashion Technology, Kannur.

B.Tech in Computer Science Engineering from
SRM Institute of Science & Technology, Chennai.

Skills

Interactive

Design Research
Information Architecture
Task flows & Sitemaps
Rapid Prototyping
Usability Testing
Heuristic Analysis

Visual

Illustrations
Sketching
Storyboarding
Branding
Typography
Conceptualization

Design Tools

Figma
Adobe Creative Suite
Procreate
Microsoft Office

Languages

HTML & CSS
English
Tamil
Hindi

Let's Create Intuitive
Experiences Together.

Works

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Contact

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Social Media

 [@Suyapuranam](#)

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