

Jerry Melvin J

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EXPERIENCE

AKOI Marketing Hub Pvt. Ltd. - Product Designer (UI/UX)

Jul 2024 – Present

Bangalore, KA

- Led UI/UX design for an internal SaaS reporting tool, collaborating with a 5-person engineering team to visualize complex datasets and streamline workflows for improved team efficiency.
- Designed and launched high-conversion landing pages for D2C clients, directly driving a 30% increase in marketplace sales through optimized layout and clear calls-to-action.
- Established a scalable design system using Figma variables and components, ensuring consistency across web and marketing assets.
- Conducted usability testing to identify friction points, resolving critical navigation issues and enhancing the overall user journey.
- Collaborated with developers using Agile Scrum methodologies, ensuring pixel-perfect implementation of wireframes and prototypes.

Griticon Technologies Pvt Ltd. - UI/UX Designer

Dec 2024 – Feb 2025

Hyderabad, TG

- Freelancer
- Designed responsive, minimal-themed interfaces for mobile and tablet applications, ensuring accessibility and adherence to iOS/Material Design guidelines.
- Created interactive prototypes to validate user flows before development, reducing iteration time.

Academy of Media And Design — Graphic Design Trainer

May 2024 – Jul 2024

Bangalore, KA

- Mentored students on design principles and tools as part of the government's 'Kalike Jothege Kaushalya' initiative.
- Translated complex design concepts into accessible lessons, refining communication and presentation skills.

EDUCATION

Christ University, Bangalore — M.A. in English with Communication Studies

May 2024

Specialization in Communication and Media Studies

St. Joseph's College, Trichy — B.A. in English

May 2022

SKILLS

Design: Figma (Advanced: Auto Layout, Components, Variables), Adobe XD, Adobe Photoshop, Adobe Illustrator

UX Research: User Interviews, Usability Testing, Information Architecture, User Flows, Wireframing

UI Design: Design Systems, Responsive Web Design, Mobile App Design (iOS/Android), Data Visualization

Collaboration: Agile/Scrum, Stakeholder Management, UX Writing, Developer Handoff, Storytelling

RECOGNITION

Google UX Design Professional Certificate · Google AI Essentials - both via Coursera