PRANAV SADASIVAN

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A multidisciplinary **UX/UI design** graduate with a keen eye for creating visually appealing and user-friendly interfaces. Armed with a solid foundation in design principles and hands-on experience with tools like Figma, Adobe XD, WordPress and Miro. I offer design skills that address diverse design challenges, spanning from visual branding to the development of fully functional websites. I am excited to embark on my professional journey, ready to contribute creativity and dedication to a forward-thinking team.

PROJECTS

Project Number 1- UX Design Team Project - City of Kingston- Developed a comprehensive, high-fidelity prototype for the City of Kingston's corporate intranet.
St. Lawrence College, Kingston (2023)

- Applied user-centered design to redesign KingNet (intranet), enhancing user engagement and experience.
- Conducted research, including card sorting, interviews, and focus groups, to gather insights for the redesign.
- Utilized Figma and Adobe XD to create detailed wireframes and interactive high-fidelity prototypes.
- Boosted user satisfaction by 56% by improving intranet usability and accessibility.

Project Number 2- Usability Test and Redesign of Teach at SLC Website - Led the usability testing and redesign of the Teach at SLC website as part of a capstone project in the UX Design program**.**
Capstone Project in the UX Design Program, St. Lawrence College, Kingston (2023)

- Defined usability testing scope, focusing on layout, design patterns, navigation, and content hierarchy for key pages.
- Recruited and conducted moderated usability tests with eight users on the current Teach at SLC website, gathering valuable feedback and insights**.**
- Analyzed test results and utilized findings to create a high-fidelity prototype of the redesigned Teach at SLC website using Adobe XD.
- Retested the new prototype, analyzed results, and identified areas for improvement and iteration.

EXPERIENCE

Multimedia Designer   *2015-Present*
Freelancer

- Designed cohesive brand visuals across logos, brochures, flyers, posters, and print materials.
- Conducted professional photography for various projects focussing on visual storytelling.
- Edited and color-graded short films, documentaries, and advertisements. Produced engaging social media content with advanced graphics to boost online visibility and drive brand interaction
- Collaborated with clients to deliver creative solutions.

- Utilized industry-standard software such as Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro) and various web design tools to create and refine multimedia content.

Assistant Professor   *2021-2022*

Tharananellur Arts & Science College, Irinjalakuda, India

- Participated in departmental meetings, committees, and curriculum development.
- Delivered engaging lectures and presentations to 200+ students, simplifying complex multimedia concepts.
- Designed multimedia projects, assignments, and exams aligned with course objectives and industry standards.
- Conducted scholarly research in multimedia technologies, digital art, and interactive media.
- Supervised student projects, theses, and internships, offering mentorship and guidance.
- Stayed current with multimedia and education trends, integrating them into teaching and research.

EDUCATION

Post Graduate Certificate in International Business Management   **2024**
St. Lawrence College, Ontario, Canada

Post Graduate Certificate in User Experience Design   **2023**
St. Lawrence College, Ontario, Canada

Masters In Visual Communication   **2020**
St. Thomas College, Thrissur, Kerala, India

Bachelors In Multimedia Communication   **2018**
Tharananellur College, Thrissur, Kerala, India

Diploma in Graphics & Web Development   **2015**
Aptech Arena Animation, India

SKILLS

Design: Sketching, Wireframing, Typography, Prototyping, Interface Design, User Flows, Information Architecture Design, Interaction Design, Icon Design, No-Code Responsive Web Design

Technical Proficiency: Figma, Adobe XD, Balsamiq, Miro, Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Dreamweaver, Animate, WordPress, Framer, HTML, CSS, JavaScript, Survey Monkey, MS Office, Google Forms

Research: Personas, Surveys, Interviews, Contextual Inquiries, Card Sorting, Tree Testing, Observational Research, Competitive Analysis, Usability Testing, A/B Testing

CERTIFICATIONS

Lo-Fi to Hi-Fi: Prototyping in Figma, Sketching for UX Designers, UX Research: Journey Mapping, UX Foundations: Interaction Design, Project Management Foundations: Quality, WordPress Essential Training