KEERTHANA GOVINDARAJAN

UX/UI Designer
Chennai, India
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LinkedIn | Behance Portfolio

PROFESSIONAL SUMMARY

UI/UX Designer with 1+ year of experience in enterprise application design across workflow automation, document management, software testing, insurance solutions, and AI-powered applications. Proficient in Figma, user research, information architecture, user flows, wireframing, high-fidelity UI design, interactive prototyping, usability testing, and design systems. Skilled in translating business requirements into user-friendly interfaces and refining designs through competitor analysis and stakeholder feedback. Experienced in collaborating with cross-functional Agile teams and leveraging generative AI tools to support design ideation, prototyping, and workflow optimization.

SKILLS

- **Core Competencies:** Design Thinking, Problem Solving, Client Communication, Cross-Functional Collaboration, Agile Methodology
- **UX Methods:** User Research, Competitor Analysis, Personas, User Flows, Information Architecture, Wireframing, Low/High-Fidelity Design, Prototyping, Usability Testing
- **Design Systems & Standards:** Design Tokens, Component Libraries, 8pt Grid, WCAG 2.1 AA Accessibility
- **AI-Driven Design**: AI-Assisted Prototyping and Design Systems, Generative UI Design, Prompt Engineering for Design.
- **Tools:** Figma, FigJam, Adobe XD, Framer, Canva, Zeplin, Miro, Maze and AI-assisted design tools.

EXPERIENCE

UX/UI Designer | Canvendor Software Solutions Pvt Ltd, Chennai

[Sep 2025 – Present]

- Designed end-to-end UX/UI solutions, including user research, information architecture, user flows, wireframes, prototypes, usability testing, and high-fidelity interfaces.
- Collaborated with developers, Business Analysts, and Product Managers in Agile teams to refine requirements, improve user flows, and deliver client-ready design documents and prototypes.
- Leveraged Figma, FigJam, Maze, and generative AI tools for design ideation, prototyping, usability validation, and iterative design improvements.

KEY PROJECTS

- **Workflow Engine (Low-Code/No-Code):** Designed wireframes, high-fidelity UI screens, and prototypes for workflow configuration, reusable components, forms, and process automation.
- **Testing Tool (STLC Engine):** Designed dashboards, test case management, execution workflows, and API Integration and API Response interfaces.
- **CanDocs —Document Management System:** Designed user interfaces for document organization, navigation, information access, and streamlined document workflows.

- **Insurance Domain POCs — Foresight & Reinsurance Brokerage:** Contributed to UI/UX design for insurance-related proof-of-concept applications, translating business requirements into structured user flows and intuitive interfaces.

EDUCATION

Advanced UX UI Design Program |Aug 2023 – Nov 2023

Aspira Design, Chennai.

Bachelor of Technology (Food Technology) | Aug 2018 – May 2022

Kongu Engineering College, Erode | CGPA: 8.1

PERSONAL PROJECTS

Care Yourself – Organic Skincare Website

Designed a user-centered skincare e-commerce website that helps users discover products based on their skin concerns, delivering a personalized shopping experience that enhances usability, builds trust, and supports informed purchasing decision.

Carevault – UX/UI Case Study

Designed a user-centered mobile app for medical records that helps patients and families organise, find and share health records from multiple hospitals, labs and pharmacies, delivering a calm, secure experience that enhances usability, builds trust, and supports confident decisions during consultations and emergencies.