



Abilaasha J. Chakravarthy

UX / UI DESIGNER

As an architect turned UX/UI designer, I bring a unique perspective to the world of digital design, understanding the profound impact that thoughtful design can have on human behavior. With meticulous attention to detail, I strive to building bridges connecting the product to the users.



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EDUCATION

UX/UI Design

Ironhack Bootcamp | June - Aug. 2023

Masters in Interior Architecture

Zuyd University, Netherlands | 2016 - 2018

Bachelors in Architecture

SRM University, India | 2007 - 2012

TOOLS

Technical

- Figma, Figjam, Framer
- Photoshop, Indesign
- Sketchup (3D Modelling), AutoCAD
- Agile, Scrum

UX/UI Design Methodology

- Design Thinking, UX Research, Affinity Diagram, Empathy Map, Persona, User Journey Map
- Wireframing, Prototyping, Usability Testing, Interaction Design
- Information Architecture, Responsive Design
- UI Design, Typography, Color Theory, Branding

SOFT SKILLS

- Planning and Organisation Enthusiast
- Empathetic and Supportive Communication
- Collaborative Team Player
- Reliability and Accountability
- Creative Problem Solver
- Meticulous and Detail Oriented

LANGUAGES

English - Native

Tamil - Native

Dutch - A2

Hindi - Native

PROJECTS

Twindo | An iOS Mobile Application

Awarded Best Presentation at Ironhack - Aug 2023

Redesigned the timesheet feature for wind-field workers with close collaboration with users and stakeholders

Mom's Oasis | An iOS native Wellness Application

Created a wellness app designed to address the unique needs of overworked mothers. Incorporated a special feature aimed at reducing their workload and promoting self-care.

PAUNN | Responsive E-commerce Webpage

Developed a responsive e-commerce website for an emerging gold jewellery brand, showcasing its unique USP of minimal everyday solid gold jewellery and sustainable business practices.

WORK EXPERIENCE

Founder & Interior Designer | Studio Thinnai

2018 - Present | Helmond, Netherlands

- Quantitative and qualitative research with target audience to identify pain points based on which the business model was developed
- Created a branding kit that keeps the company brand identity uniform across all platforms.
- Demonstrated expertise in understanding clients' needs and pain points, leading to the creation of design plans that aligned with their vision and budget.
- Excelled in project management, collaborating effectively with vendors and contractors to ensure on-time implementation of projects while maintaining high-quality standards.

Architect & Interior Designer | SM + D Design

2013 - 2015 | Dubai, UAE

- Prepared conceptual and presentation drawings for interior furniture layouts and design.
- Coordinated between my team members, project lead and 3D visualizers to successfully develop design ideas.
- Developed and co-presented design packages to the client and coordinated between the various stakeholders and project managers.