

# Amith R K

**Portfolio:** [www.amithrk.info](http://www.amithrk.info)

**E-mail:** [amithrk.ux@gmail.com](mailto:amithrk.ux@gmail.com)

**Phone:** (512) 593 3097

## Product/UX Designer, Austin, TX

A creative problem-solver with 10+ years of experience in end-to-end product design of B2B and B2C SaaS applications. Strong ability to self-direct, work through ambiguity, and complexity, and manage simultaneous projects. A reliable collaborator with deep knowledge of graphic design, effective communication skills, and attention to detail. I am currently looking for an opportunity to help make a significant impact on digital product experiences.

## Experience

### Perficient - Sr. UI/UX Designer (Contractor)

#### June 2024 to Present, Austin, TX

- Synthesized findings from research into tangible digital experiences that surpassed expectations; Collaborated with stakeholders to create user experiences that efficiently balanced user needs and business needs.
- Defined creative direction for digital experiences through elegant visual design with thoughtful color, composition, and typography; Developed design systems, interactive prototypes, user interface mockups, detailed workflows, wireframes, and other assets.

### Stride - Sr. Product Designer

#### Oct 2023 to June 2024, Austin, TX

- Initiated UX Design and crafted a sustainable user experience and information architecture; Championed usability, and user needs throughout the development process; Created a comprehensive design system to be applied across the application.
- Created wireframes and developed UI mockups necessary for the application using Figma. Transformed mockups into a deploy-ready iOS app using Flutterflow and custom code; Configured the database required using Firebase and connected it to Flutterflow for user data collection.

### MEFS - Sr. Product Designer & Developer

#### Jul 2021 to Aug 2023, Austin, TX

- Boosted user efficiency and goal completion rates through a redesigned user experience and a restructured information architecture; Effectively balanced business goals and user needs by collaborating with stakeholders and interviewing end-users.
- Discovered opportunities for improvement and user insights by conducting brainstorming sessions with stakeholders and using research methods such as user interviews, journey maps, A/B Testing, etc. as part of the design process.
- Created a functional design system styleguide that Developers can use for quicker implementation of prescribed design; Converted finished mockups into ready-to-deploy HTML, CSS, and JavaScript code.

### Zynga Gaming Inc. - Experience Designer

#### Apr 2019 to March 2021, Bengaluru, India

- Generated revenue surpassing projections by designing and shipping engaging user experiences for games like CSR2 and FarmVille; Effectively managed a design team, and advised on creative decisions of ongoing projects.
- Decreased information overload on users by implementing a design language to be used across interfaces; Accelerated development cycle by creating a standardized component library; Collaborated with stakeholders to refine user flows and interface designs.
- Served as on-call staff to mitigate issues with new feature releases; Decreased the Art team's workload by conceptualizing and delivering high-quality assets.

## **Easy Expunctions - Sr. UI/UX Developer**

**Aug 2017 to Jan 2019, San Antonio, TX**

- Led the redesign of the dashboard experience yielding an increase in purchase rates by 2000%; Redesigned and developed a new homepage experience yielding an increase in sign-up rates by 500%.
- Gathered user feedback and behavior insights through Lookback and interviews; Accelerated development cycles by creating and maintaining a comprehensive UX component library complete with HTML and CSS specifications.
- Integrated user feedback, enhancing user goal completion; Transformed mockups into deployable HTML, CSS, and JavaScript code; Conceptualized and delivered aesthetically pleasing marketing assets to help acquire customers.

## **USAA - UI/UX Designer (Contractor)**

**Apr 2016 to Apr 2017, San Antonio, TX**

- Led the successful overhaul of user experience and visual design language for the line of B2B SaaS products; Collaborated with stakeholders and other team members to successfully ship products.
- Created and maintained a UX component library complete with HTML and CSS specifications to accelerate development cycles.
- Led the successful brand overhaul for the team, enhancing its trustworthiness and recognition; Contributed to customer acquisition by conceptualizing and delivering aesthetically pleasing marketing assets.

## **Rochester Institute of Technology - Graduate Teaching Assistant**

**Jan 2015 to Mar 2016, Rochester, NY**

- In-class assistant to professors teaching BFA Design coursework. such as Interactive Design, Web Design, and Graphic Design Studio.
- Assisted in the development and evaluation of BFA Design coursework.
- Provided hands-on guidance to students during lab practice hours; Aided in the enhancement of student proficiency in Adobe Creative Suite and HTML, and CSS development.

## **ESRI - UI/UX Designer (Intern)**

**May 2015 to Aug 2015, Redlands, CA**

## **Kapnovate Technologies - UI/UX Designer & Developer**

**Mar 2012 to May 2014, Bengaluru, India**

## **Education**

### **Master's in Visual Communication Design (Interaction Design Track)**

Rochester Institute of Technology, New York, USA - 2014 to 2016

### **Bachelor's in Computer Science Engineering**

Visveswaraya Technological University, Bengaluru, India - 2008 to 2012

## **Certificates**

- C# Unity 2D Game Development - 2023
- Web Design & Development - 2013
- Adobe Creative Suite - 2012
- Modeling & Texturing in Maya - 2013