BINOY PULIKKAL

Senior UI/UX Designing Professional

Contact: 7204021114, +919019921114 | **Email**: binoysarala@gmail.com

"A Result-oriented Professional, possessing creativity and an eye for preparing the UI/UX designs to innovate the user experience."

A skilled UX/UI with 14 years of experience in developing user-focused solutions based on data. Competent in user research and design, the goal is to enhance project requirements and business objectives by 100% at every stage of work. Proficiency lies in crafting user-friendly design concepts for both mobile apps and web-based user experiences.

WORK EXPERIENCE

Oct 2022– Apr 2023

Equinix India Professional Services, Bangalore, as Senior User Experience Designer

Key Deliverables:
- Crafted user-centered designs by analyzing business requirements and user feedback.
- Transformed complex requirements into developer-friendly interfaces and design systems, ensuring 100% satisfaction.
- Designed interfaces, style guides, and prototypes that helped the team achieve a 100% satisfaction rate.
- Introduced the new design system to the development team, emphasizing the benefits. Resulted in a 30% reduction in development and testing effort while maintaining brand consistency.
- Managed design elements, templates, and brand consistency, achieving 100% customer satisfaction.
- Improved productivity by 10% with user interviews and user-friendly interfaces based on UX principles.

Key Achievements:
- Completed ticket timeline design with a perfect 5/5 user rating and received high praise.

Apr 2017– Jul 2022

CISCO System, Bangalore, as Senior User Experience Designer

Key Deliverables:
- Enhanced the user experience by incorporating customer feedback, usage metrics, and usability findings into the design.
- By prioritizing user needs, crafted icons and design system that left customers 100% satisfied.
- Designed persona, user stories, information architecture, wireframing, user testing, and releasing the final design.
- Conceptualized the best possible ideas to solve the user problem and choose the best idea.
- Build the interactive prototypes for conducting user testing which led to 100% product satisfaction.
- Interpreted user requirements and discovered user pain-points by performing UX research through user interviews.
- Collaborated with the development team, the product adhered to the design and style guide, ensuring 100% project quality.
- Aligned the style guide as per the design with the QA team in the last 20 days for client satisfactions.
- Articulated and rendered UX documents to make sure the delivery of the product is 100% as per requirement.

Key Achievements:
- Attained Cisco 'Level 9: Engager' with a 10% early design boost for Softbank's ConnecTalk Project, Nov 2020.
- Achieved Cisco's 'Level 9: Engager' in SoftBank ConnecTalk Feb 2018 release for exceptional planning and execution.

Nov 2016– Feb 2017

Thampy Digital Pvt. Ltd., Bangalore, as Sr. Graphic Designer & Visual Designer

Key Deliverables:
- Engaged with the Maggi and Nestle Nido Sales, Strategy, and Ideation teams, aiming to attain a 10% boost in sales.
- Generated recipe videos ideas every month led to a 10% increase in online product sales and higher brand recognition.
- Simplified shopping with product links and streamlined add-to-cart options on the app and website, leading to a 10% sales boost.

Sep 2014– Nov 2016

Exilant Technologies Pvt. Ltd., Bangalore, as Lead UI Designer / Visual Designer

Key Deliverables:
- Implemented the design system in Sikkim Manipal University's "MAGE," reducing workload by 10%.
- Earned a promotion to Lead UI Designer based on outstanding performance in "MAGE" and led a team of five designers for the Singapore Post NMP project.
- Partnered with UX Design resulted in wireframes, user testing, and a 5% reduction in workload.
- Employed Axure RP to create operational prototypes, resulting in a 20% improvement in the final product.

Key Achievements:
- Enhanced student engagement by 20% through shaping the 'MAGE' mobile app at Sikkim Manipal University.
- Created an innovative app for Singapore Post NMP that boosted efficiency and contributed 10% business growth.

PRIOR WORK EXPERIENCE

Dec 2009– Sep 2014

Demansol Technology Pvt. Ltd., Bangalore
- Received the Best Designer of the Month for the iOS Application Preschool 15 in 1 Kids Pack.

Mar 2009– Aug 2009

Systech Digital Media Pvt. Ltd., Perinthalmanna

EDUCATION CREDENTIALS

- **Arena Animation Academy Specialist Program**–Arena Animation
- **Bachelor of Commerce**–Sambalpur University

Training:

Interaction Design Foundation
- Human-Computer Interaction - HCI

- Become a UX Designer from Scratch
- Design for a Better World with Don Norman

LinkedIn Learning
- A career in User Experience Design
- UX Foundations: Multi-device Design
- UX Foundations: Prototyping
- UX Design: Analyzing User Data
- UX Design: Creating Personas

CISCO
- BCS 3.0 Delivery Enablement
- CX Baseline Training
- Professional Services Engineer Green Belt

Seminars & Workshops:
Interaction Design Foundation
- How to Design for Discoverability
- Design for Discoverability
- Create Successful Design System with Storytelling
- How to Create Complex Tables Users Love: A UI Designer's Guide
- AI-Powered UX Design: How to Elevate UX Career

Technical Proficiency:
- **Tools**: Mac Operating system, Miro, Axure RP, Figma, Adobe XD, Sketch, Adobe Photoshop, Adobe Illustrator, Adobe Indesign, and MS Office.

Core Skills: User Experience Design, User Centered Design, Product Designing, Information Architecture, UX Research, Project, User-friendly Design Concepts, Storyboarding, Interactive Prototype, Wireframing, Interaction Design, Persona, UI/UX Workflow, User Journey, Usability Testing, UI Designing, UX Documentation, Collaboration & Coordination, Continuous Improvement, and Team Management.

ONLINE PORTFOLIO

- https://binoypulikkal.com

OTHER ACTIVITIES

- Scripted and spearheaded the animation team for the short film "LOVE BLOSSOM".
- Served as an assistant director for the documentary film "Santhwanam" produced for charity.
- For a casual Directed a documentary film named "Asha–The Hope" enrolled 20 people to work.