

# Rinees Neduvanchery

UI/UX Designer | Visual Designer

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## PROFILE SUMMARY

Seasoned UI/UX and Product Designer with 10+ years of experience crafting intuitive, scalable, and data-driven digital products across Banking, FinTech, Healthcare, and Automotive domains.

Proficient in end-to-end product design from discovery and ideation to prototyping, validation, and delivery within agile, cross-functional teams.

## SKILLS

### Tools & Software

- Figma
- Sketch
- Adobe XD
- Framer
- Photoshop
- After Effects
- Illustrator
- Premier pro
- HTML, CSS

### Design

- User Experience
- User Interface
- User Research
- Wireframing
- Prototyping
- Usability Testing

## EXPERIENCE

### Wells Fargo | Senior UI/UX Designer

Mar 2020 – Jun 2025

- Designed high-conversion landing pages and interfaces from concept to deployment, using Figma and Framer to rapidly prototype and refine user journeys based on business KPIs.
- Designed digital transformation experiences for FinTech and enterprise clients, incorporating service design principles and motion-based interactions.
- Collaborated closely with content writers, product stakeholders, and marketing teams to ensure accurate implementation of premium design guidelines.
- Built responsive SEO-friendly prototypes and landing pages using Figma, Framer, and HTML/CSS, tailored for both desktop and mobile real estate audiences.
- Designed responsive interfaces and high-fidelity prototypes using Figma and Framer; validated solutions through usability testing and A/B experiments.
- Led and facilitated design workshops, contributed to Agile ceremonies, and helped shape experience standards through playbooks and best practices.

### Tech Mahindra | Senior UI/UX Designer

Jan 2019 – Dec 2019

- Developed high-performing marketing microsites and campaign pages, using motion design and micro-interactions to appeal to premium/luxury users.
- Developed and tested cross-browser, high-performance interfaces, resolving usability and accessibility issues to ensure seamless user experiences across devices.
- Created story-driven visual content and animated interactions to enhance property showcase experiences and digital brand perception.

### Mercedes Benz | Payroll: Keystone Business Solutions| UI/UX Design

Jul 2018 – Dec 2018

- Designed component-based UI libraries and scalable design systems, ensuring visual consistency across multiple property or content-rich pages.
- Designed visual assets (SVG icons, GIFs, email templates, illustrations) and established brand standards, style guides, and UI rules to ensure consistency, usability, and scalable design across products.

## **Wipro | Payroll: O2F Info Solutions | UI/UX Design**

**Jan 2018 – Jun 2018**

- Designed pixel-perfect, responsive UI layouts across web, tablet, and mobile, delivering wireframes, journeys, and prototypes while building front-end interfaces in HTML5, CSS3, JavaScript, jQuery, and Bootstrap — and supporting branding efforts with marketing collateral designs.

## **FIS Global | Payroll: Topsy Solutions | UI/UX Design**

**Apr 2017 – Nov 2017**

- Delivered SEO-optimized landing pages and email campaigns, integrated with CMS and analytics tools, ensuring measurable impact on marketing performance.
- Created responsive email templates, wireframes, landing pages, and newsletters optimized for various devices and email clients.
- Worked with email marketing platforms such as Benchmark Email and SendGrid to deploy and test campaigns.
- Designed mock-ups for print materials, websites, and brochures, maintaining brand consistency across mediums.
- Delivered graphic design and animation assets for web use, including photoshop templates, GIFs, and social media visuals.
- Created engaging graphics, animations, and GIFs to enhance digital marketing and social media presence.

## **INDEGENE | UI/UX Design**

**Nov 2014 – Mar 2017**

- Designed web templates in Photoshop and converted them into functional web pages using HTML and CSS.
- Led the design, development, and testing of web pages and user interfaces to ensure high-quality, user-friendly experiences.
- Built responsive front-end designs using HTML, CSS, Bootstrap, and JavaScript, ensuring cross-browser compatibility.
- Reviewed customer feedback, troubleshoot issues, and debugged bugs using browser developer tools to enhance product quality.
- Created responsive email templates, wireframes, landing pages, and newsletters aligning with brand standards and marketing goals.

## **HKIT Solutions | Web Design**

**May 2010 – Sep 2014**

- Maintained and organized an extensive image library, creating and editing visuals using Adobe Photoshop.
- Designed brochures and banners for both print and web, ensuring brand consistency and visual appeal.
- Converted design templates into responsive HTML pages using HTML and CSS for seamless web integration.
- Created engaging GIFs and animations to support marketing campaigns and digital content needs.

## **CERTIFICATION AND TRAININGS ATTENDED**

- Certified in **Usability Testing** - Interaction Design Foundation (IxDF)
- Certified in **Become a UX Designer from Scratch** - Interaction Design Foundation (IxDF)
- Certified in Designing and Implementing a Microsoft Azure AI Solution (AI-102)– Mar 2025
- Submitted Whitepaper on UX Design, showcasing research and thought leadership in user experience methodologies
- **Participated in Key Industry Events:**
  - **UX Hackathon**, Wells Fargo
  - **Developers Day**, Wells Fargo

## **EDUCATION**

**B.Com** | Periyar University, Coimbatore | 2011