

# Sherin George

## UX/UI Designer

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Toronto, ON

### SUMMARY

I am an experience oriented product designer proficient at executing all phases of the product design lifecycle from ideation to delivery. I aim at finding a resolution to complex problems through user research, customer journey mapping, and usability testing.

### PROFESSIONAL COURSES

#### Certificate - Design Systems

Memorisely | 2022

#### Diploma - UX Design

BrainStation | 2022

### EDUCATION

#### Fellow Chartered Certified Accountant

Association of Chartered Certified Accountants | 2013

#### Bachelor of Commerce

Bharathiar University | 2010

### TOOLS

Figma, Miro, Loom, InVision, Zeplin, Playbook UX

### AREAS OF EXPERTISE

- Product Conceptualization
- Product Design
- Customer Journey Mapping
- User Research
- Usability Testing
- Responsive optimization
- User Interface Design
- High-Fidelity Prototypes

### CAREER EXPERIENCE

#### Thrillworks | UX/UI Designer

FEB 2022 - Present

Conducted a user flow and UX copy audit and developed design solutions based on insights from user research. Drew focus to creating responsive designs for mobile channels which previously did not exist. Lead conversations to educate the larger team on creating structured roadmaps to ensure a good user experience.

- Simplified and restructured the product application process for two PC Financial products.
- Was instrumental in a successful increase in the application completion rate from 31% in the first quarter to 41% in June 2022 for a financial product.

#### BrainStation | Teaching Assistant - UX Design

NOV 2021 - FEB 2022

Facilitated a dynamic and collaborative classroom while providing guidance about the ins and outs of UX designs.

- Provided mentorship to students and supported their learning objectives and career goals.
- Planned and facilitated group design exercises, lectures, and discussions to enhance student understanding of the UX process.

### INDEPENDANT PROJECTS

#### Arvee | UX/UI Consultant

SEP 2022 - Present

Overlooking the scope and scale of work involved and providing in-depth analysis for a start-up that promotes caravan travel and tourism in India.

#### Pardesi Trotter | Design, blogging, photography, and SEO

AUG 2021 - OCT 2022

Designed and authored a tea blogging website that specialized in different tea cultures. Styled, photographed, and provided in-depth tea reviews for various international brands.

### ADDITIONAL CAREER EXPERIENCE

#### Rainbow Aluminium and Powdercoating | Accountant

JUN 2012 - DEC 2020

Within the span of 8 years, I successfully managed and completed two accounting software migrations.

#### Kreston Menon | Auditor

MAY 2010 - JUN 2012

Conducted comprehensive financial audits for leading companies across service, healthcare, and commercial sectors in Dubai, U.A.E.