

Hello,

I'm Shinu Manuel a seasoned **UI/UX designer** with 11+ years of industry experience, specializing in creating intuitive and visually captivating user experiences.

### Skills

- User Research & Data Analysis
- Competitive Analysis
- Personas, User flows & journey maps
- Information Architecture
- Wireframes & prototypes
- Visual design
- Usability testing
- Heuristic Evaluation
- Documentation and Communication
- Cross-Functional Collaboration
- Leadership and Team Management
- Strategy and Planning
- Project Planning & Stakeholder Management
- Branding & visual identity
- HTML, CSS, Bootstrap & SASS
- Desktop & Mobile UI
- Responsive design
- Dashboards & charts
- Web animations
- Webflow and CMS designs
- Mailer design
- Graphic design
- Logo, icons & infographics
- Capable of utilizing AI tools

### Career Story

My career in the design industry has been dynamic and multifaceted, beginning as a .Net developer where I gained a deep understanding of technical aspects and the importance of seamless integration between design and development. This foundation provided me with a holistic perspective that I carry with me in my current role as a UX/UI designer.

I joined EY in January 2013, starting as a document specialist. Over the years, I progressed through various roles, transitioning to graphic designer, HTML developer, UI designer, and ultimately discovering my passion for UX design. These diverse experiences have equipped me with a comprehensive skill set and a unique perspective, enabling me to approach design challenges from multiple angles.

In February 2024, I transitioned to VRIZE as Lead UX Designer. At VRIZE, my responsibilities encompass a wide range of UX design and leadership tasks. I focus on user research and data analysis, competitive analysis, creating personas, user flows and journey maps, information architecture, wireframes and prototypes, and visual design. Additionally, my role includes leadership and team management, strategy and planning, project planning, stakeholder management, and cross-functional collaboration.

My design philosophy revolves around understanding the needs and desires of users to craft seamless and engaging experiences. With a user-centered mindset, I thrive on solving complex problems and creating intuitive, engaging, and visually appealing interfaces. I am driven to push boundaries and elevate user experiences to new heights. I am passionate about staying up-to-date with the latest design trends and emerging technologies. I believe in the power of continuous learning and constantly seek opportunities to expand my skills and knowledge.

As I move forward in my career, I eagerly anticipate tackling fresh challenges and discovering new opportunities. If you're looking for a proficient UX/UI designer capable of delivering exceptional user experiences and offering strategic leadership, I would be delighted to connect with you and explore how I can contribute to your projects.

Please explore my portfolio and feel free to get in touch. Let's create exceptional experiences together!

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### Tools Proficiency

**UI/UX Design**

**FigJam**  
Fig jam

**Figma**

**Xd**  
Adobe XD

**Front end development**

**Bootstrap** **HTML5** **CSS3**

**SASS & SCSS** **VS Code**

**Dw** **Webflow**

**Graphic Design**

**Ps** **Ai**  
Photoshop Illustrator

**Id**  
In-Design

**MS Office**

**MS Word** **PowerPoint**

**Others**

**Pr** **Outlook Mailer**



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Feb 2024 - Present  
**VRIZE | Remote**

2024 - Present  
**Lead UI/UX Designer**

**FigJam** **Ps** **Ai**

- UX Strategy & Design
- Project Planning
- Stakeholder Management
- User Research & Data Analysis
- Information Architecture
- Wireframing & Prototyping
- Cross-Functional Collaboration
- Design Reviews & Documentation

Jan 2013 - Feb 2024  
**EY | Kochi**

2021 - 2024  
**UI/UX Designer**

**FigJam** **Xd** **Ps** **Ai**

- User research & inclusive designs
- Persona & user journey map
- Information Architecture
- User Flows & Process Flows
- Wireframes & Prototypes
- Usability Testing
- Cross-functional teams collaboration

2018 - 2020  
**Senior UI Designer**

**Xd** **Ps** **Ai** **O** **Pr**

- Visual design
- Interaction Design
- Lo-Fi & Hi-Fi wireframes
- Responsive web design
- Branding & visual identity
- Layout, colour, typography
- Logo, icons & infographics
- Dashboard & charts

2016 - 2018  
**UI Designer & HTML developer**

**Xd** **VS** **S** **B** **SASS** **S**

- Desktop & mobile User Interface
- HTML5, CSS3, SCSS, Bootstrap
- Responsive websites
- Web animations and transitions
- SharePoint pages
- Powerbi dashboards

2015 - 2016  
**Frontend / HTML developer**

**S** **B** **VS** **Dw**

- HTML, CSS & Bootstrap
- Responsive & cross browser websites
- jQuery, JavaScript
- Creating reusable components

2014 - 2015  
**Graphic Designer**

**Ps** **Id** **Ai** **Pp**

- Banner / poster design
- Icons & infographics
- PowerPoint presentations

2013 - 2014  
**Document Specialist**

**Pp** **W** **X**

- Word & Excel formatting
- PowerPoint presentations

2011 - 2012  
**Progressive Cybernetic Pvt. Ltd. | Muvattupuzha**

2011 - 2012  
**.Net Developer | Junior**

**NET** **S** **B** **Ps**

- ASPNet programmer
- Academic projects faculty

Interested in gaining further insights into me?

**Work Experience**  
11+ Years

**Lives in**  
Thodupuzha, Kerala

**Date of birth**  
23/04/19991

**Marital Status**  
Married

**Education**  
MG University | 2008-2011  
B.Com Computer Application  
NIIT Kochi | 2008-2011  
GNIIT Software Engineering

**Certification**  
Google certification  
Foundations of User Experience (UX) Design

**Awards**  
EY | 2022  
Exceptional client service award  
EY | 2022  
Highest performing team award  
EY | 2023, 2022, 2021  
Spot awards  
EY | 2019, 2018, 2017  
Extra Miler Award