

Subin Michael Jacob

Senior UI Designer

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SKILLS

Figma, Wireframing, Rapid Prototyping, User Experience Design (UX), Design Systems, Product Design, User Research, Design Thinking, Journey Mapping, Usability Testing, Accessibility Standards, Pattern Libraries, Adobe Suite, JIRA, Confluence, Agile Methodologies, Airtable, HTML, CSS.

EXPERIENCES

ApplyBoard Inc.

Senior Visual Designer (II)

Toronto, Canada
April 2022 – Present

- Designed and implemented Lo-Fi and Hi-Fi wireframes in Figma, enhancing user experience and increasing satisfaction metrics by 25%
- Led UI sprints for enterprise platform, from conceptualization to design hand-off, ensuring seamless collaboration and delivery of user-centered designs for multiple product versions.
- Contributed to creating and maintaining the company's design system, reducing UI implementation time by 30% and ensuring visual consistency across platforms
- Enhanced component library and UI patterns, improving consistency, usability, and development efficiency while increasing user satisfaction
- Led the revamp of the company's market-facing website by analyzing user behavior and historical data, aligning with brand strategy, and designing Lo-Fi/Hi-Fi wireframes and prototypes in Figma
- Conducted user research, usability testing, UI audits, and competitive analysis for various projects and implemented usability improvements
- Collaborated cross-functionally with engineers and product managers to deliver user-centered designs, increasing product adoption rates by 10%
- Researched design trends and presented innovative concepts, boosting design scalability and increasing customer engagement

Magnum Sports Limited

UI Designer

Kerala, India
June 2020 – February 2022

- Created and maintained the company's brand architecture, defining color palettes, typography, and visual tone, ensuring consistency and enhancing the club's brand identity
- Conceptualized and designed the Company website and mobile app, ensuring alignment with brand goals and user needs, to enhance the user experience across platforms
- Analyzed user requirements, designed intuitive user interfaces, and tested the website to identify and resolve UI issues, ensuring a smooth, error-free user experience across all platforms
- Designed marketing materials, including brochures, flyers, logos, and social media graphics, to support campaigns and promotions, effectively enhancing brand visibility and engagement

- Provided graphic design consultation and created print/web materials to enhance the club's marketing and communication efforts, boosting brand visibility and key promotional activities.
- Participated in design reviews, provided recommendations, and refined visuals, ensuring continuous improvement and high-quality outputs for all design projects.

SysG Soft Technologies

UI Designer

Kerala, India
January 2018 – March 2020

- Created intuitive UI designs for web applications and websites, aligning with business goals and user needs to enhance overall user experience and functionality
- Participated in design reviews, providing actionable recommendations to enhance both the visual appeal and functionality of projects, ensuring alignment with user and business goals
- Analyzed complex business goals, technical specifications, and constraints to develop effective UI design solutions that align with user needs and business objectives
- Conducted competitive analysis to identify strategic opportunities, using insights to inform design decisions and enhance product positioning in the market
- Developed print and web-based graphic materials to effectively promote and introduce enterprise products, enhancing brand visibility and communication across multiple channels.

Alephix Consulting Pvt. Ltd.

Creative Designer

Kerala, India
July 2015 – December 2017

- Collaborated with Design, Development, and Marketing teams to create visually appealing, cohesive user interfaces that align with project goals and enhance user experience.
- Integrated brand standards, color theory, typography, and graphics to create engaging, impactful visuals that align with the brand and resonate with the target audience.
- Designed user-friendly interfaces that adhered to accessibility standards, ensuring inclusivity and a seamless experience for all users across web and mobile platforms.

EDUCATION

Bachelor's Degree : Electronics and Communication / 4-year Degree 2010 ~ 2014.