KARTHIKEYAN KR

UI/UX Designer • Frontend Developer • Marketing Automation Specialist

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Summary

UI/UX Designer & Frontend Developer with 11+ years of experience creating intuitive, accessible, and responsive digital interfaces. Strong in Figma, wireframing, prototyping, and front-end development using HTML, CSS, JavaScript. Skilled in building design systems, improving user journeys, and collaborating with cross-functional teams to deliver user-centric solutions. Experienced in enterprise UI design, A/B testing, layout optimization, and delivering high-quality visual and interaction design for large-scale platforms.

Technical Skills

Hard skills
UI/UX
- Wireframing, Prototyping (Figma, Invision, Adobe XD)
- User Flows, Information Architecture, Journey Mapping
- High-fidelity Mockups & Component Libraries
- Design Systems & Style Guides
- UX Research & Usability Evaluation
- Color Theory, Typography & Layout Design
- Accessibility (WCAG), Mobile-first Design
- Interaction Design & Micro-animations

Frontend UI Development
- Responsive HTML5/CSS3
- JavaScript & jQuery for dynamic UI
- Pixel-perfect conversion from Figma/PSD
- Cross-browser & cross-device compatibility
- Light UI animations & UX enhancements
- CMS-based UI implementations (Contentful)
- A/B Testing (VWO, JIRA integration)

Adobe Marketing Automation.
Email Campaigns & A/B Testing / Lead Nurturing & HTML, CSS, JavaScript, Velocity Scripting / Marketo Certified API Implementation via Marketo webhooks
Walkme Developer

Certifications

UI/UX
Figma UI UX Design Essentials / Advanced - Udemy
Building Awesome Color Schemes - Udemy
AI CC- ESSENTIALS TRAINING COURSE - Udemy
SKETCHING UX DESIGNER - Udemy

Marketing Automations
Adobe Marketo Engage Foundations-Adobe
Beginner to Marketo Certified Professional-Udemy

Walkme
Certified Walkme Project Lead Level 1
Certified WalkMe Program Manager I

Online Design Contests
https://www.designcontest.com/designer/karthikeyankr

Experience

Sr. Application Engineer L2 – Adobe Marketing Automation / Walkme
IDP Education (Dec 2022 – Present)
- Designed responsive Marketo email templates and landing pages with strong UI/UX focus.
- Improved campaign performance through UX-driven layout optimization and A/B testing.
- Built reusable design components ensuring brand consistency across global campaigns.
- Ensured accessibility, responsiveness, and cross-email-client compatibility.

Sr. UX Developer Associate 2
IDP Education (Apr 2016 – Jul 2022)
- Designed and optimized UI/UX for enterprise platforms such as IELTS, Hotcourses Abroad, SP, and C4C.
- Created responsive UI layouts using HTML5, CSS3, JavaScript, ensuring WCAG accessibility compliance.
- Developed reusable UI components and mini design systems to maintain brand consistency.
- Improved user flows and reduced clicks by redesigning navigation and simplifying complex screens.
- Actively participated in Agile ceremonies and collaborated with Product Owners and Developers for sprint delivery.
- Produced interactive prototypes and implemented UX improvements based on user feedback.
- Conducted cross-browser testing, mobile optimization, and UI performance checks.

UI Designer and Developer
DCKAP Technologies (Mar 2013 – Jan 2015)
Designed and developed multiple web projects.
Led front-end development and mentored junior designers.
Coordinated with clients to manage deliverables.

Freelance UI Designer and Developer (Dec 2010 – Feb 2013)
Designed 200+ responsive HTML templates and customized CMS themes for small and mid-sized businesses.
Received multiple client appreciations for creative UI layouts, faster delivery timelines, and excellent design quality.

PROJECT HISTORY
UI/UX
HOTCOURSES ABROAD / INDIA / IELTS / SP / IDP
- Designed multilingual responsive templates across 10 global languages.
- Increased user engagement by improving navigation UX and simplifying key user journeys.
- Built reusable UI component libraries that reduced development time by 30%.
- Successfully redesigned enterprise workflows leading to better usability and fewer user errors.

Adobe Email UI Templates
- Built pixel-perfect, multilingual email UI templates optimized for desktop & mobile clients

Education

Master of computer Application(MCA)	**March 2011**
Thangavelu engineering college	
Bachelor of Science (B.Sc.) in Computer technology	**March 2008**
Noorul Islam college of engineering	