Deepakkumar A

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PROFESSIONAL SUMMARY

Passion for creating meaningful digital experiences through human-centred design, thoughtful systems, and purposeful execution. An Architect turned Product Designer with experience designing web and mobile products, simplifying complex workflows, and building intuitive user experiences. Looking to create products that make a real difference in how people work and interact with technology.

EXPERIENCE

Product Designer

IntoAEC (Siara Tech Solutions) March 2025—June 2026, Chennai, IN

- Built IntoAEC -an AI powered ERP web app and mobile app for Architects, Engineers & Construction industry.
- Increased the user base across various regions in the world, managed stakeholders regionwise across Malaysia, South Africa & USA.
- Collaborated with the development team to ensure a smooth translation and agile based workflow to release features in time.
- Designed for developing features such a AI estimate creation, Labour management, a dedicated mobile app for site engineers etc., which as a response improved the user base usability across the software .
- Worked in creating the design system for the IntoAEC software creating a refined look to the SaaS application.

UI/UX Designer

SD Innovations June 2024—October 2024, Chennai, IN

- Led end-to-end UX/UI design for web and mobile products, conducting user research, developing wireframes, creating high-fidelity prototypes, and delivering developer-ready designs to ensure intuitive, user-centred experiences.
- Collaborated with product managers, developers, and stakeholders to translate business requirements and user insights into research-backed design solutions, refining workflows through iterative testing and feedback.
- Designed and developed three responsive websites, including Dr. Pal Manickam's website, structuring content and user journeys to improve accessibility, usability, and brand presence across digital touchpoints.

UI/UX Designer

Everwell Health Solutions (Fulltime - Freelancer) August 2023—February 2025, Bengaluru, IN

- Contributed UX/UI improvements to Ni-kshay, a national government health platform managing TB patient data for millions of users, focusing on accessibility, usability, and alignment with public health UX standards.
- Used SurveyMonkey to gather user feedback and understand user needs, identifying usability gaps and informing design improvements to enhance the overall user experience.
- Designed and delivered brand-aligned graphic assets and campaign visuals for marketing initiatives, maintaining visual consistency across digital channels.

Junior Designer

Designcafe June 2012—September 2012, Bengaluru, IN

- Designed social media creatives and digital marketing assets aligned with brand guidelines, supporting campaigns and improving audience engagement across platforms.
- Created client proposals and presentation decks with structured visual storytelling, communicating design concepts effectively to non-design stakeholders.
- Maintained visual consistency across digital materials — including layout design, typography, and color systems — to maintain brand integrity.

EDUCATION

Bachelors in Architecture
Adiyamaan College of Engineering • 2016 - 2021

CERTIFICATIONS

Professional Certificate in UI/UX Design
Designboat UI/UX School, Bengaluru

Front-End and Web Development
IBM

EDUCATION

Bachelors in Architecture
Adiyamaan College of Engineering • 2016 - 2021