

Sarath P S

Sr. UI Designer

Bengaluru, India

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www.sarathlive.in

I have over 12+ years of experience as a creative UI/UX designer with a focus on human-centered design.

I advocate a user-centered design approach and feel that watching and understanding human behaviour is critical to any design process. Being a design addict and an UI/UX enthusiast, I always look forward to opportunities where I can learn, innovate and exercise creativity.

TOOLS

Figma

Claude

Stitch

ChatGPT

Photoshop

Illustrator

PROFESSIONAL AREAS

UI Design, Interaction Design, Responsive and Adaptive Design, Prototyping, Visual Design, Design Systems and Component Libraries, Accessibility and Inclusive Design, Usability Testing, Cross-functional Collaboration, Leadership and Mentorship

EDUCATION

PGDMA - Info Prism Private Limited

December 2010 - Thrissur, Kerala

B.Com - Calicut University

2008-2011 - Thrissur, Kerala

EXPERIENCE

NetBramha Studios - Associate Lead VD

May 2024 to Present - Bengaluru

- **Seniority and Expertise:** Driving visual design excellence across projects by overseeing concept development, design execution, and quality standards, while collaborating on client pitches, and business acquisition efforts.
- **Notable Projects:** Worked on diverse and impactful projects including BHIM, Nippon, Crisil, Kubix, Semnox etc.

Pixis - Sr. UI/UX Designer

January 2022 to May 2024 - Bengaluru

- **Role and Contribution:** Collaborated with various teams including project managers, product analysts, and fellow designers and developers to enhance accessibility of AI for marketers.
- **Solution Design:** Created an end-to-end solution focusing on Creative AI, Creative Feed Generator, and an Internal Dashboard.
- **Design System:** Developed a detailed design system specifically tailored for the product. This system prioritizes scalability and consistency, ensuring a cohesive user experience across the board.

NetBramha Studios - Sr. Visual Designer

April 2018 to January 2022 - Bengaluru

- **Seniority and Expertise:** Positioned as a Senior Visual Designer with a focus on mentoring others. This suggests a high level of experience and proficiency in the field.
- **Notable Projects:** Worked on diverse and impactful projects including Qwiksilver, Cloudnine, Shadowfax, ACT, Emmar One, Semnox, Mswipe, SIS, etc.

PORTFOLIO

My Website

www.sarathlive.in

Recent Works

BHIM:

<https://sarathlive.in/bhim.html>

Cloudnine:

<https://sarathlive.in/cloudnine.html>

ClearTax:

<https://sarathlive.in/cleartax.html>

HoABL:

<https://sarathlive.in/hoabl.html>

Emmar:

<https://sarathlive.in/emmar.html>

ACT:

<https://sarathlive.in/act.html>

Pixis:

<https://sarathlive.in/pixis.html>

ACHIEVEMENT

A'Design Award

World's Most Influential Design Award, Italy

Team Player of The Year - 2019

From NetBramha Studios, Bangalore

Champion of Empathy & Team Spirit - 2019

From NetBramha Studios, Bangalore

Awesome Daddies - Lead Visual Designer

August 2016 - April 2018 - Kochi

- **Specialization in UI Design:** Focused expertise in UI (User Interface) design, suggesting a deep understanding and proficiency in crafting visually appealing.
- **Collaboration with UX Designers:** Collaborated closely with UX (User Experience) designers, highlighting a partnership in creating cohesive and user-centric experiences.

Blue Horizon Infotech - UI Designer

April 2014 - August 2016 - Kochi

- **Global Collaboration:** Engaged in website projects on a global scale, indicating experience working across diverse cultures, markets, and potentially multilingual or multinational requirements.
- **Individual Contributor Role:** Functioned as an individual contributor within the company, indicating a self-driven approach and the ability to independently tackle challenges and contribute significantly to project success.

CURRENT JOB RESPONSIBILITIES

As Design Lead at NetBramha Studios, I led a team of five visual designers in delivering impactful, user-centered design solutions aligned with product strategy and business goals. Working closely with product managers, UX designers, and developers, I ensured every solution balanced visual excellence, usability, and consistency across projects.

Beyond my design contributions, I mentored the team through regular design reviews, constructive feedback, and knowledge sharing. By fostering a culture of collaboration, ownership, and continuous learning, I helped the team consistently deliver high-quality work while strengthening their creative and problem-solving skills.