

Akhil Venthodika

UX Designer

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Kerala, India

EXPERIENCE

Thara Cart | B2B B2C Market Place —

Senior Product Designer

December 2023 - Present, 4 months | Kerala, IN | Full Time

- We built an automated seller onboarding system to verify info (seller, tax, bank) and cut onboarding time for sellers & expected to boost operations team efficiency by 80%.
- Created and tested 3 A/B variations for the user cancellation flow
- Led a presentation of the automated seller onboarding system to leadership, securing their enthusiastic backing.

Aufait Technologies Private Limited —

UI/UX Designer

November 2022 - October 2023, 10 months | Kerala, IN | Full Time

- Led design team for LAHA E-commerce App in agile environment from ideation to app development. Completed the design within 2 months and handed over the design system
- Created design review process by discussing with Designers, Developers, hence reduced the 40% design review time
- Evaluated company website using GTMetrix and redesigned, Hence decreased the loading time 6 second to 2.3 second
- Involved in different domains such as Fintech, Health Care, Logistics, E Commerce, etc.

Owl Generation Private Limited —

UI/UX Designer

March 2021 – November 2022, 1 year 9 months | Kerala, IN | Full Time

- Led a B2B B2C e-commerce project as a single person UX team. I used lean approach and build an MVP using wordpress. Following its launch, the website yielded a gross income exceeding ₹625,000 over a span of four months. Using Analytical tools decreased 20% bounce rate
- Using the findings from MVP, I made new design to Improve Onboarding, OTP Sign-In experience, & Hand-off to Internal team with Documentation, According to CEO there was 30% less issue with forgetting password

UI/UX Designer

January 2020 – February 2021, 1 year 1 month | Kerala, IN | Part Time

- Lowered cost for lead generation ads by doing A/B test on landing pages and funnel pages.
- Created modern, simple & responsive website UI for different clients using HTML5, CSS3, WordPress

Graphic Designer

November 2017 – December 2019, 2 year 1 month | Kerala, IN | Part Time

- Experience designing in different domain such as Advertising Campaign Design, Package Design, Print Design, Social Media Ad Design etc.

EDUCATION

University of Calicut — Bachelor in Computer Application

Graduated May 2021

SKILLS

Core Competencies

Creative Thinking, Problem Solving, Product Strategy, Data Analytics, Visual Design, Accessibility, Design Psychology, Web Design Cross-Functional Team Collaboration

Design

Interactive Prototyping, Sketching, Storyboarding, Wireframing, Mockups

Research Methods

Affinity Diagramming, Competitor Analysis, Persona, Usability Testing, User Journeys, Web Analytics, A/B Testing, User Research

Tools

Figma, After Effects, Illustrator, Photoshop, InVision, Sketch, Google Analytics, Microsoft Clarity, Hotjar, Adobe XD, Zeplin

LEADERSHIP

Institute of Palliative Medicine

GB Member, Media Head in Annual Event 2023

2018 - Present | 5 years. | Kerala, IN

Led 30+ not media team for fundraising event

iLAB India

Design Lead, Board Member

2019 - Present | 4 years. | Kerala, IN

Streamlined process by creating a new Branding Guideline, Website including certificate verification, Volunteer Onboarding. 20% increase in recurring donation, 30% Increase in Donor Leads, 30% increase in Volunteer Registration

CERTIFICATES

Usability Testing with Hotjar on Coursera

September 2023, ID: [QJ57TS835WET](#)

Foundations of User Experience (UX)

Design by Google on Coursera

September 2022, ID: [QW36SFUGY3M8](#)

Basic proficiency in HTML5 / CSS3

September 2022, ID: [72222](#)

Introduction to Generative AI by Google

August 2023, ID: [4577376](#)