SATHISH KUMAR M

Product / UX / UI Designer

Madurai, Tamil Nadu, India | +91 89253 90094 | sathishkochadaiyan@gmail.com
sathishwebsite.netlify.app | behance.net/sathishm35 | linkedin.com/in/sathishkumarm14

SUMMARY

Self-taught Product/UX/UI Designer with about a year of independent, research-first practice — user interviews, competitive analysis, and behavioural synthesis shape every design decision, not the reverse. Handles the full cycle in Figma: personas, journey mapping, wireframes, interactive prototypes, and reusable design-system components, alongside a parallel track in visual and brand design — typography, color, layout, and campaign assets. Comfortable folding AI tools into the workflow (Figma AI, AI assistants for research synthesis and iteration), and brings hands-on, client-facing design experience from a prior internship.

SELECTED PRODUCT/UX WORK

SafeRoute TN — Safety-First Navigation Concept

- Audited 5 mainstream navigation apps and identified a consistent gap — route ranking optimizes for speed only, with zero signal for nighttime safety.
- Spent 2 months walking Madurai routes at night to log first-hand lighting, activity, and safety-perception data, then designed a route-comparison UI directly from those findings.

EVOL — Identity Recovery & Emotional Wellbeing App — Case Study

- Ran structured interviews with 5 participants and synthesized 3 recurring behavioural pain points around how relationship transitions disrupt routine and identity.
- Applied behavioural-design principles to break recovery into 5 guided micro-step screens, reducing decision fatigue during a psychologically vulnerable moment.

REDACTED — Information Trust & Context Design

- Synthesized insights from 5 participants to identify how incomplete context — not false information — was the primary driver of misplaced trust and premature conclusions, and designed a progressive-disclosure flow to address it directly.

NOIR — Coffee Brand Visual Identity

- Designed a cohesive dark-mode visual identity for a self-initiated luxury coffee brand concept — typography, color palette, and layout system for a premium, consistent feel across touchpoints.

EXPERIENCE

Media Content & Design Intern — People's Media Entertainment Pvt. Ltd., Madurai *Sep 2025 – Dec 2025*

- Designed and fielded audience-perception surveys and interviews that directly shaped content strategy for 2 political branding campaigns.
- Produced campaign visual assets (posters, brochures) and launched the company's YouTube channel from scratch, growing it to ~500–600K views; individually credited by the MD for 5–6 reels that went viral.
- Contributed to Instagram views growing from 1.4Cr to 2.4Cr during tenure, informed by audience-perception research feeding into content decisions.

SKILLS

- **Research:** User Interviews, Surveys, Persona Development, Journey Mapping, Competitive Analysis, Usability Testing
- **UI/UX Design:** Wireframing, Rapid Prototyping, Information Architecture, User Flows, Figma Auto Layout & Components, Design Systems, Interaction Design, Responsive Design, Accessibility-Aware Design
- **Visual & Graphic Design:** Typography, Color Theory, Layout Design, Visual Hierarchy, Iconography, Brand Consistency, Social Media Creatives, Posters & Brochures, Campaign Assets
- **Tools:** Figma, Figma AI, Photoshop, Illustrator, Adobe Express, basic HTML/CSS
- **AI-Assisted Workflow:** Figma AI for iteration; AI assistants (Claude) for research synthesis, design reasoning, and documentation

EDUCATION & CERTIFICATIONS

- B.E., Electronics and Communication Engineering — Velammal College of Engineering and Technology, 2021–2025 (CGPA 6.9/10)
- Google UX Design Professional Certificate — Coursera, 2023
- Design Thinking — NPTEL, 2023