

DINESH THIAGARAJAN

UI/UX Designer | AI-Assisted Product Design

Salem, Tamil Nadu • 9043204801 • dineshthiagarajan01@gmail.com • dineshthiagarajan.netlify.app

PROFILE

UI/UX Designer with 3+ years of experience designing websites, dashboards, and web applications, backed by a strong foundation in digital marketing and business strategy. Skilled in UX research, wireframing, high-fidelity UI design, and responsive development, with growing expertise in using AI tools to accelerate ideation, prototyping, coding, and content creation. Combines design craft with an understanding of user behavior, conversion, and growth to build digital products that are both usable and effective.

CORE SKILLS

UI/UX & Product Design: UX Research, User Flows, Information Architecture, Wireframing, High-Fidelity UI Design, Responsive Design, Dashboard Design, Design Systems, Prototyping, Usability & Conversion Optimization

AI-Assisted Workflow: AI-Assisted UI/UX Ideation & Design Exploration, AI-Assisted Coding & Prototyping, Prompt Engineering, AI-Based Research & Problem Solving, Workflow Automation

Digital Marketing (Supporting): Meta & Google Ads, SEO, Email Marketing, Lead Generation, Audience Segmentation, Campaign Strategy, Marketing Analytics

Tools: Figma, Canva, Google Analytics, Meta Ads Manager, Mailchimp, Google Ads, HTML, CSS, JavaScript

PROFESSIONAL EXPERIENCE

- UI/UX Designer & Web Developer • *Freelance*

2024 – Present

 - Designed and developed 4+ end-to-end digital projects, including portfolio sites, a company website, a billing application, and an expense-tracking web app.
 - Translated business requirements into user flows, wireframes, high-fidelity interfaces, and responsive digital experiences using Figma.
 - Designed intuitive dashboards with a focus on information hierarchy, usability, data visualization, and user workflows.
 - Built responsive websites optimized for performance, accessibility, and cross-device compatibility.
 - Used AI-assisted workflows to accelerate ideation, content structuring, coding, debugging, and repetitive design tasks.
 - Applied UI/UX principles alongside marketing and business objectives to design experiences focused on engagement and conversion.
- Founder & Digital Marketer • *Upshark Clothing*

2024 – 2025

 - Founded and managed an online clothing brand from concept through digital promotion, applying user- and audience-centered thinking to brand and product decisions.
 - Developed and executed the brand's digital marketing strategy, including social media presence, promotional and email campaigns, and customer engagement.
 - Used customer and campaign insights to refine product marketing, messaging, and positioning.
- Digital Marketing Executive • *Joy Technologies*

2023 – 2024

 - Designed responsive email campaigns with a focus on readability, visual hierarchy, and user interaction — an early foundation for later UI/UX work.
 - Supported landing-page optimization by improving content structure, layout, and user experience.
 - Used audience segmentation and personalization to improve marketing communication and campaign performance.

SELECTED PROJECTS

- Rupexio — Expense Tracker Web App | *UI/UX Design • Product Design*

 - Designed a user-friendly expense management experience structured around financial insights, transactions, and expense tracking.
 - Focused on information hierarchy, usability, and simplified financial workflows, with a scalable interface suited to web and mobile.
- Billing & Invoice Management System | *UI/UX Design • Web Application*

 - Designed an intuitive billing application for managing transactions, customer records, sales, invoices, and payment history.
 - Simplified complex billing workflows through clear navigation and structured information architecture.
- Portfolio Websites | *UI/UX Design • Web Development*

 - Designed and developed personal and client portfolio websites with modern visual hierarchy, typography, and conversion-focused structure.
- Company Website | *UI/UX Design • Web Development*

 - Designed and developed a complete company website covering homepage, services, and contact pages, with intuitive navigation and responsive layouts.

EDUCATION

B.Sc. Computer Science — Periyar University, Salem 2020 – 2023

Data Analytics Course — Imagecon Academy 2025

LANGUAGES

English | Tamil