

# Savio Charles Raj

Sr. UI /UX DESIGNER

## Work Experience

Samunnati , Chennai (Agricultural Finance Institution)

Sept 2020 – Present

### AGM - Branding, Marketing & Communications

- Planning the campaign objective and communication strategy for all products. Finalizing the advert with creative agency for different Medias.
- Align UI/UX with business goals, ensuring user-centric design for products.
- Collaborate with design teams, approving budgets and resources for UX activities.
- Integrate UI/UX into project management, ensuring quality and market relevance.
- Foster accessibility, brand consistency, and customer feedback for effective UI/UX.
- Implement periodic reporting on UI/UX metrics, aiding data-driven decisions for management.

Kethini Trends, Chennai (Retail & Manufacturers)

Feb 2017 – Aug 2020

### Manager - Branding & Promotions

- Closely worked with sales and marketing team to execute all visual design stages from concept to final hand-off to engineering.
- Created brand assets of all enterprises from the ground up, including the color palette, iconography, digital assets. Ultimately helping grow the user visits & completed transactions.
- Gathered & evaluated user requirements in cross - collaboration with Product Managers & Engineers to create wireframes, prototypes, mockups, detailed UI & Visual Design with regards to concepts so that they are in line with the current trends.

Pepperz Productions, Chennai (Media Agency)

May 2010 – Jan 2017

### Creative Head

- Execute all visual design stages from concept to final hand-off to engineering.
- Create wireframes, storyboards, user flows, prototype, layout, font color, font type, logos, pictures, process flows, site maps and other visual and verbal aspects of a website to communicate interaction and design ideas.
- Present designs and key deliverables to peers and executive level stakeholders.
- Establish and promote design guidelines, best practices and standards.

IFMR Trust, Chennai (Financial Institution)

Dec 2008 – May 2010

### Team Member - Branding

- Work closely with a cross-functional team such as Products, Tech, Marketing, Content & sales to understand the requirement, business goals and User need.
- Understand the problems in product and find appropriate solution for UX processes.
- Perform usability tests, analyse the data from different sources (like GA, Similar Web & Customer feedback) to make sure that the design is functional.

## Previous Experience

Brand Executive, GEE GEE Communications, Chennai

Sep 2007 – Nov 2008




Faculty & Graphic Designer, Emirates Education Centre, Dubai

Feb 2007 – Aug 2007

Graphic Designer, Tenfour Studios, Chennai

Feb 2007 – Aug 2007

## Contact

-  saviocharles@gmail.com
-  linkedin.com/in/saviocharles
-  behance.net/saviocharles
-  +91 95000 14451

## Skills

User Research  
Visual Design  
Wireframe  
Interface Design  
Responsive Design  
Prototyping  
Interaction Design  
HTML/CSS

## Tools

Photoshop  
Illustrator  
Figma  
XD  
Sketch  
Balsamiq  
Premiere  
Audition

## Languages

Tamil (Native)  
English

## Education

**MBA, Marketing**  
Madras University, Chennai

**BBA**  
Madras University, Chennai

## Certifications

Advanced Diploma in  
**Multimedia & Webmaster**  
LIBA, Chennai

**UI & UX**  
GUVI, Chennai

**ML and Data Science**  
FITA Academy, Chennai