



SHANMUGA PRIYA A

UI / UX DESIGNER

[Portfolio : behance.net/ashanmugapriya](https://www.behance.net/ashanmugapriya)



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PERSONAL INFO

Phone : +91 96770 37896
Email : sp96701940@gmail.com
Address : #22, 2nd Floor, HAL 2nd Stage, Indirangar, Bengalore, Karnataka, India.

CORE SKILLS

Wireframing	Prototyping
User Flows	Design Systems
Mobile UI	Usability Testing

TOOLS & ANALYTICS

Figma	Power BI	MS Excel
PowerPoint	Tally Prime	

CERTIFICATIONS

UI/UX Design Specialization

GUVI Geek Networks (IITM Incubated)
3-Month Intensive · Issued May 2026

Tally Prime Essential (Level 2)

GST-Compliant Accounting

Data Analysis & MS Excel

Foundational Analytics

EDUCATION

B.Com (Computer Applications)

Vidhya Sagar Women's College, Chennai.
2022 - 2025 · Score: 70%

Higher Secondary Education

Little Jack Matriculation Hr. Sec.School, Chennai.
Score: 70%

LANGUAGES

English Professional
Tamil Native

PROFESSIONAL PROFILE

Detail-oriented **B.COM (Computer Applications)** transitioning into UI/UX Design, backed by an IITM-incubated GUVI certification. Bridges analytical rigor from auditing workflows with human-centered interface design - translating complex task flows into clean, functional, and visually balanced user experiences across mobile-first case studies.

UI/UX PROJECTS

Hyper Local Job Proximity Hiring App

- Designed a proximity-first hiring app that pairs frontline talent baristas, delivery riders, retail and site staff with nearby employers needing fast weekly hiring cycles.
- Replaced cumbersome resume parsing with a friction less **1-tap no resume needed apply flow**, radius-based geo-location search and in-app instant chat.
- Architected low-to-high fidelity wireframes and Figma prototypes for onboarding, map discovery, filtered categories and a rapid 2-step application flow.

Wealthy Health All-in-One Wellness

- Unified activity tracking, nutrition, sleep cycles & doctor appointments into a single cohesive dashboard to resolve tracking fragmentation.
- Conducted end-to-end Discovery, Define, Design, Deliver phases using Figma, FigJam, Maze, Google Forms, and Miro to drive proactive user health habits.
- Engineered modular highlight cards for step counting, cycle tracking, and dietary metrics, minimizing cognitive load while surfacing actionable insights.

Smart Task Manager Focus-First Productivity

- Consolidated task management, Pomodoro focus timers, and personal velocity analytics into a calm, non-distracting user interface.
- Solved list burnout by introducing prioritised time-blocking, visual deep-work telemetry, and intuitive onboarding to boost daily task completion rates.
- Built accessible touch targets and high-contrast status feedback systems conforming to iOS and Android mobile-first design standards.

PROFESSIONAL EXPERIENCE

Audit & Accounts Intern Auditing Office (3 Months Duration)

- Conducted thorough audit verifications and accounting reconciliation, developing strong attention to detail, precision, and systemic QA validation skills.
- Operated daily within structured digital data platforms (Tally Prime & Excel), analyzing financial workflows to preserve data integrity and consistency.
- Collaborated with senior leads on GST-compliant billing cycles, streamlining tabular financial presentation.