



RIJO DAVIS

UI/UX & Product Designer

Crafting human-centered experiences that inspire and convert

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Thrissur, Kerala, India | Open to Remote / Relocation

Key Skills

• UI/UX & Product Design

- User-Centered Design (UCD)
- Design Thinking
- Interaction Design
- Information Architecture
- UX Research & Usability Testing
- Wireframing & Prototyping
- Motion & 3D Design

• Tools & Technologies

Design & Prototyping

- Figma
- Adobe Creative Cloud
- Sketch
- Framer
- InVision

Collaboration & Research

- Miro
- FigJam

3D & Motion

- Blender

Development & Handoff

- HTML / CSS

Project & Workflow Management

- Jira / Confluence
- Project Management Tools

AI & Innovation Tools

- Figma AI
- ChatGPT
- Midjourney
- Adobe Firefly

ABOUT ME

Creative and results-driven design professional with over **6 years** of experience delivering impactful digital experiences across web, mobile, and product platforms. Skilled in user-centered design, UX research, interaction design, and visual storytelling, with a strong track record of leading end-to-end design strategies that align creativity with business goals.

Experienced in mentoring cross-functional teams, driving design systems, and creating scalable, accessible, and high-performing digital solutions. Adept at balancing innovation with usability and integrating motion design and 3D visualization into engaging user experiences. Passionate about crafting designs that are both aesthetically refined and grounded in research-driven insights.

WORK EXPERIENCES

Jobin and Jismi IT Services, Thrissur

Creative Lead May 2024 – September 2025

- Led a cross-functional team of 5+ designers, UX researchers, and visual artists, ensuring high-quality delivery, alignment with product goals, and adherence to UX best practices.
- Directed 7+ 2D/3D animators to produce engaging, educational, and brand-aligned animated content for children.
- Mentored designers and researchers, strengthening team capability in usability, research methods, accessibility, and design systems.
- Spearheaded end-to-end design strategy, UX architecture, and visual direction for multiple B2B/B2C products across web and mobile.
- Collaborated closely with product managers, engineering leads, and business stakeholders to define product goals, user personas, and measurable success metrics.
- Conducted UX research, heuristic evaluations, and usability testing, contributing to a 28% increase in task completion and improved user satisfaction.
- Designed AI-assisted user experiences, including predictive dashboards, intelligent automation flows, and data-driven interaction models.
- Partnered with engineering teams to simplify complex AI outputs into user-friendly, action-oriented interfaces.

Team Lead – Design

May 2023 – April 2024

- Led the complete design delivery lifecycle, managing a multidisciplinary team of 6+ designers across multiple agile pods to deliver innovative, high-impact digital experiences.
- Partnered closely with developers, QA, and product managers to ensure pixel-perfect UI implementation and seamless cross-platform usability.
- Defined UX vision, roadmap, and user journeys for new features and major redesigns, ensuring cohesive, user-centered experiences across web and mobile products.
- Implemented design sprint frameworks and facilitated user-centered workshops, accelerating iteration cycles by 35% while aligning outcomes with business KPIs and market insights.
- Improved the onboarding experience for a flagship product, resulting in a 32% increase in user activation within 30 days of launch.
- Led client workshops, requirement discovery sessions, and design reviews to ensure alignment, clarity, and shared ownership of product direction.
- Mentored junior designers in usability, research methodologies, design systems, and prototyping strengthening team capability and accelerating individual growth.

Senior Creative Associate – UI/UX

May 2022 – April 2023

- Designed high-fidelity prototypes, interactive web interfaces, and mobile experiences using Figma, Adobe XD, and Framer, delivering data-driven, visually refined solutions.
- Contributed to the rebranding of key digital products, enhancing engagement through improved typography, design systems, and iconography.
- Optimized mobile UX for a core platform feature, leading to a 15% boost in user retention and a measurable reduction in bounce rates.
- Introduced UX research and usability testing practices to validate hypotheses, enhance accessibility, and inform product decision-making.
- Conducted user interviews, heuristic evaluations, and A/B testing to refine feature flows and improve usability outcomes.
- Collaborated with marketing, content, and development teams to craft cohesive, on-brand design narratives that strengthened product consistency and user trust.

UI/UX Designer

May 2020 – April 2022

- Designed intuitive, responsive interfaces for web and mobile products, applying user-centered design principles and WCAG 2.1 accessibility standards.
- Created task flows, personas, wireframes, and interactive prototypes validated concepts through user interviews and A/B testing.
- Collaborated with front-end developers to ensure pixel-perfect design handoff, optimizing performance and cross-browser compatibility.
- Developed a micro-interactions library that enhanced user delight and reduced interface-related errors, improving consistency across design components.
- Translated research insights into actionable design improvements, strengthening user satisfaction and interaction clarity.

Infinity Hospitality, Dubai

UI/UX Designer & Developer

August 2019 – January 2020

- Delivered high-fidelity mockups, landing pages, and mobile interfaces for hospitality and lifestyle brands, ensuring seamless user experiences across devices.
- Contributed to the visual rebranding of flagship products, enhancing engagement through refined typography, color systems, and iconography.
- Partnered with marketing and content teams to produce brand-aligned creative assets for social media, digital campaigns, and product communication.

Spawoz Technologies, Kochi

UI/UX Designer & Developer – Intern

April 2019 – July 2019

- Assisted in designing layouts, wireframes, and interactive prototypes for e-commerce and SaaS platforms, supporting senior designers through production cycles.
- Participated in Agile/Scrum sprint planning, brainstorming sessions, and cross-functional design standups, gaining hands-on project experience.
- Contributed to UI/UX audits, design documentation, and style guides, ensuring visual consistency and usability across products.

EDUCATION

Bachelor of Multimedia and Communication

2016 – 2019

University of Calicut

- Specialized in User-Centered Design, Interaction Design, and Digital Storytelling with core modules in typography, color theory, visual hierarchy, and responsive design.
- Gained hands-on expertise in Adobe Creative Suite (Photoshop, Illustrator, After Effects), Figma, Adobe XD, and motion graphics tools to create pixel-perfect UI and engaging visual content.
- Designed and prototyped real-world digital products including websites, mobile apps, and branding systems through project-based learning.
- Developed strong foundations in Information Architecture, Usability Testing, UX Research, and Design Thinking, mirroring professional industry workflows.
- Graduated with Distinction, ranking among the top percentile of the program.

AWARDS & RECOGNITIONS

Best Creative Strategist Award – 2024

Awarded for excellence in strategic design thinking, brand storytelling, and campaign innovation, demonstrating the ability to blend creativity with business objectives to achieve measurable results.

Pinnacle Performer Award – 2022

Recognized for exceptional performance and innovation in delivering high-impact design solutions, fostering cross-functional collaboration, and exceeding creative expectations across key product and marketing initiatives.