

CIBI NEDUNCHELIAN

PRODUCT (UI/UX) DESIGNER

I am a multi-skilled designer with a focus on creating delightful & immersive digital experiences. With a solid background in both Visual Art & Interaction Design, I have a unique ability to contribute creatively across discipline. Solving problems to make real changes is what drives me. My combination of experience in Digital Media (Broadcast Industry) and as visual artist has helped me to be highly empathetic and a keen observer to understand and solve problems creatively.

Work Experience

DreamCraft Design | Product (UI/UX) Designer

2018 - Present | Canberra, ACT, Australia

Product Consultant / Co-Founder of DC Design, responsible for initial concept development, visualization, front-end visual design and implementation of a variety of interactive and digital-based projects, including websites, mobile applications, online & offline marketing material, Brand development and more.. Work on a wide range of projects simultaneously from inception through to production as well as collaborate with talented marketing, communication, and web development specialists to create unique design solutions and interactive online experiences.

Selected Clients : GCE Delivery (Canberra), WR Films (Canberra), ACE Assets & Strategies (NSW & Canberra), Supplement Warehouse (Sydney), Ambeys Big Apple (Sydney), CAG - Cag.net.au.

Sun Tv Network Ltd | Motion Graphic Designer

2013 - 2016 | Chennai, India

Design and Develop on-screen motion graphics for 5 different Tv channels within the network. Collaborated with graphic designers and editors to develop motion graphics and 2D & 3D animations for entire show packages. Maximized communication efficiency through strict attention to detail in evaluating, prioritizing and organizing content and information flow within interactive media.

CAG | Creative Graphic Designer

2010 - 2013 | Chennai, India

Designed website, logo, promotional material, social media pages, to keep consistent with branding identity. Managed website and social media updates to keep image fresh and effective, increased S.E.O. ranking along with increased traffic to website. Designed adaptive layouts to maintain a consistent user experience across the product. worked alongside the Marketing Manager to produce all visual communication for both online and print. Produced high-performing creative concepts with emphasis on annual business growth.

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Education

UNSW | M.Art Human-Computer Interaction

2016 - 2018 | Sydney, Australia

Initiated & contributed to several experimental projects involving mobile usability, Human-Computer Interaction, User Experience, Hybrid Crafting, Virtual Reality, Interactive Art, Augmented reality & ubiquitous computing.

University Of Madras | B.F.A Visual Communication Design

2009 - 2013 | Chennai, India

As an undergraduate, I was awarded the Best Out Going Student Award for the year (2012-2013), and I also won the Prestigious Creative Accomplishment Student Design Award, awarded by Directorate Of Art & Culture and year later the Ilaku Trust (N.P.O), India, awarded me the title "Arivu Nidhi" for Fine Art Industry. I also hold a Diploma in Web Animation (D.W.A), 2009 & an Advanced Diploma in Computer Hardware & Networking (A.D.C.H.N), 2007 from CSC SoftView / IEC - Computer Education.

Skills

Design: UX Reaserch • Contextual Enquiry
• Persona & Storyboarding • User flows
• Interaction Design • Wireframes & mock ups
• Rapid prototyping • Usability Testing.

Tools: Pen & Paper • InVision • Sketch • XD
• Figma • Wordpress • Adobe Photoshop
• Illustrator • AfterEffects • Premiere Pro.