

KALUKASALAMOORTHY G

UI/UX Designer (Web & Mobile)

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[Portfolio](#)

[LinkedIn](#)

[Behance](#)

SUMMARY

High-impact designer with a background in HR-compliance and business administration, specialising in translating complex organisational needs into intuitive digital products. Proven track record in co-leading design for tech startups and delivering end-to-end solutions for ERP, POS, and Healthcare sectors. Expert at bridging the gap between business strategy and pixel-perfect execution through modern design systems and visual storytelling.

CORE SKILLS

- User Research & User Flows
- Wireframing & Prototyping
- Usability Testing
- Visual Design & Graphic Design
- Interaction Design & Storytelling
- Design Systems & Component Libraries
- User Journey Mapping
- Responsive Web & Mobile Design
- Digital Branding & Video Editing

TOOLS & TECHNOLOGIES

Design: Figma, FigJam, Adobe XD, Adobe Photoshop, Adobe Illustrator & Adobe After Effects

Development: HTML, CSS, JavaScript (Basic), WordPress & Python (Basic)

PROFESSIONAL EXPERIENCE

UI/UX Designer – Strategic Ventures

Jan 2026 – Mar 2026

- Owned the design lifecycle for Healthcare MVP apps, delivering high-fidelity wireframes and interactive prototypes in Figma.
- Developed and maintained a scalable UI kit to ensure design consistency across multiple product interactions.
- Collaborated with cross-functional teams to define features and improve user flows.

UI/UX Designer & Graphic Designer – EVOL Innovation Center (Startup collaboration)

Nov 2024 – Dec 2025

- Designed responsive UI/UX solutions for ERP, Accounting, and POS systems across web and desktop platforms.
- Designed engaging social media assets and promotional videos to increase audience engagement.
- Ensuring pixel-perfect implementation at developer efficiency.
- Contributed to startup branding, product design & development collaboration.
- Worked in a profit-sharing model, handling projects independently.

HR Compliance – Senior Executive – Blue Star LTD (Off-roll)

Jan 2022 – July 2024

- Managed high stacks compliance documentation and process optimisation, honing the attention to detail and structured thinking now applied to UX architecture.

PROJECTS

Hospital Management System (Web & Mobile App)

- Developed a scalable design system and reusable component library to ensure cross-platform consistency and streamlining developer handoff.
- Executed end-to-end UI/UX, delivering intuitive user flows, wireframes, and hi-fi interfaces for complex digital products.
- Enhanced workflow efficiency by optimising information architecture and navigation to simplify complex user journeys.

Websites (EVOL & Vihaana's Dental Wellness)

- Designed and deployed responsive websites using a mix of Figma, HTML/CSS and WordPress.
- Spearheaded a mobile-first design strategy prioritising clean UI and universal accessibility to enhance cross-platform consistency and operational efficiency.

Personal Portfolio Website

- A custom-built site (HTML, CSS & JS) showcasing a transition from HR logic to creative design solutions.

Sportz – Mini E-commerce Website

- A front-end exploration project focused on layouts & clean UI patterns.

EDUCATION & CERTIFICATION

Google UX Design Professional Certificate (Coursera, 2024) [Certificate – Link](#)

Foundational mastery in user research & prototyping

Master of Business Administration (MBA, 2021) Srividya College of Engineering and Technology, Virudhunagar

Bachelor of Commerce (Corporate Secretaryship, 2019) Ayya Nadar Janaki Ammal College, Sivakasi

LANGUAGES

Tamil – Native

English – Fluent

Hindi – Intermediate