

HI, I'M JAYAN GNANAKUMARAN



PROFILE

I'm a jack of all trades (and master of most) when talking about the creative. I can be found at eBrand—now "Y" — masterminding product design, turning wireframes into awesome UI design systems, spearheading interaction design initiatives, and transforming our designs into real-life products through front-end development. When I'm not tackling the roster above, I can be found crafting ads, tweening 2D animations, and cooling off my computer while doing 3D renders.

EDUCATION

BDes - Advertising
@ OCAD University
2014

SKILLS

Art Direction
UX / UI Design
Interaction Design
Front-End Development
2D + 3D Animation
Video Editing
Photography

Adobe CC (Id, Ai, Ps, Pr, Ae)
Figma
Sketch
Final Cut Pro
Keyshot
Blender
Cinema 4D

CONTACT

t. +1 647 802 7294
e. hey@sosjay.xyz
w. www.sosjay.xyz

EXPERIENCE

Design Technology Director @ Y **2020 - Present**

- Leads a cross-functional team of 8 designers and engineers in designing and developing new products; increased team productivity by 20%
- Managed all aspects of design and development handoff for a \$6M mobile app project; delivered the product on a tight 5-month timeline and on budget
- Provides expertise in UX / UI design, creative direction, interaction design, and design development handoff
- Proven track record in producing high-quality, innovative designs that meet and exceed customer expectations
- Excellent communication and interpersonal skills, with a proven ability to build strong working relationships with clients, colleagues, and other stakeholders
- Awarded "Best Visual Identity" by the Transform Awards for Y's rebrand during a company merger; was the sole designer and project owner

Lead UI Designer @ eBrand **2017 - 2020**

- Created meaningful and intuitive user experiences for web and mobile apps with a focus on user needs
- Delivered wireframes, user flows, prototypes, and UI designs for multiple projects
- Utilized user research and data analysis to inform design decisions
- Contributed to the development of design systems and style guides
- Presented designs to stakeholders and facilitated design reviews
- Managed and mentored a team of junior designers

UI Designer & Front-End Developer @ Colour **2016 - 2017**

- Proven experience designing user interfaces for web and mobile applications
- Strong portfolio of work showcasing beautiful and user-friendly designs
- In-depth knowledge of latest trends and best practices in UI design
- Proficient in HTML, CSS and JavaScript
- Able to develop responsive and cross-browser compatible websites
- Experienced with front-end performance optimization techniques

UI Designer & 3D Artist @ Jewlr **2014 - 2016**

- Increased web traffic through effective design and layout of UI features
- Decreased customer support requests as a direct result of easy-to-use UI design
- Led team of 3D renderers in creating photorealistic images of jewelry for online catalog