

Dakshin Ragav G

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ADDRESS Chennai, Tamil Nadu

Senior UX/UI and Graphic Designer with 7+ years leading end-to-end design, from user research and branding through high-fidelity prototyping. Experienced building design systems, creating visual assets, managing project timelines, and driving design strategy across cross-functional teams.

Experience

NTCPWC - IIT Madras, Apr 2024 - Present

Project Officer

- Owned the design process end-to-end for enterprise port automation apps and visual communication projects, from discovery through delivery, translating complex requirements into scalable user flows and impactful design solutions that improved efficiency by 60%.
- Built and managed a reusable design system from scratch in Figma while creating branding, marketing creatives, and digital assets, ensuring visual consistency and streamlining developer handoff.
- Partnered directly with front-end engineers to ensure designs were accessible and technically feasible, leveraging my background in HTML/CSS/JS.
- Led design strategy and process for a cross-functional team, mentoring and supporting hiring of junior designers, and running critiques to catch edge cases early

Ecato - IIT Madras, Jan 2023 - Mar 2024

UX/UI Designer / Graphic Designer

- Led end-to-end visual design for an XR marketplace, turning the founders' vision into clear user journeys, interactive prototypes, and compelling visual experiences.
- Directed usability testing, user research, and visual design initiatives, using findings to inform design strategy and drastically improve onboarding while establishing research as a continuous part of the design process.
- Adapted traditional 2D interfaces into functional 3D environments using spatial UX principles while maintaining strong visual consistency and brand identity.

Deep Dark Creations, Apr 2019 - Dec 2022

UX/UI Designer / Graphic Designer

- Designed intuitive web, mobile, and visual design solutions for multiple clients, handling everything from initial wireframes and branding concepts to high-fidelity UI designs in Figma.
- Collaborated closely with development teams to ensure high-quality handoffs and that the final builds matched the original designs and visual standards.
- Managed multiple concurrent UX/UI and graphic design projects while maintaining visual consistency, strong brand identity, and a focus on the core user experience.

Education

Sathyabama Institute of Science and Technology, Class of 2019

B.Sc. Visual Communication

UX Mint Academy, Class of 2021

College Freshers Program

Skills: Figma, Adobe Creative Suite, End-to-End Product Design, UX/UI Design, Graphic Design, Branding & Visual Design, Wireframing, High-Fidelity Prototyping, Low-Fidelity Diagramming, Interaction Design, Design Strategy, Usability Testing, Design Systems, Project Management