



# RIDHUN DEV

Sr. UI Ux / Product Designer

## CONTACT

+91 8089 552 581  
+91 8921 731 641

ridhun.design@gmail.com

linkedin.com/in/ridhun-dev

## PORTFOLIO

ridhun.in

## Specialised in

- User centered design
- Human centered design
- Design Thinking
- User survey & interview
- User Persona
- Empathy Mapping
- Journey mapping
- SWOT & Competitive Analysis
- Usability Testing
- Stakeholder interview
- iOS Design System
- Web & Mobile UI Design
- UX Principles & Laws
- Color Theory

## Favourite Tools

- Pen, Pencil & Paper
- Figma & FigJam
- Illustrator & Photoshop
- Google Form & Google Meet
- Chat GPT & Gemini AI

## ABOUT ME

A **Specialised User Experience Designer** with 5+ years of experience in UI/UX / Product design and usability testing. I focus on making products that are easy to use and meet the needs of the users. I don't let my personal likes or favourite colors affect the design. Instead, I use color theory and UX principles to guide my choices. My design style aims to enhance the product's 'neatness' and 'user accessibility.'

Mobile Apps Websites eCommerce SAAS Branding ERP POS  
Inventory HMS HR ESS Supplier Portal CRM CMS Job Portal

## EXPERIENCE

Oct 2023 - Oct 2025

### Senior Ux / Product Designer

Innsof Pvt. Ltd, Hilite Business Park, Calicut

Focus on pharmacy-related product design and research, including ERP systems, e-commerce websites and mobile apps, CRM solutions, retail POS, kiosks, job portals, vendor portals, etc.

May 2022 - Sep 2023

### UI/ UX Designer

Acodez IT Solutions Pvt. Ltd, UL Cyber Park, Calicut

Designed user-friendly interfaces for web and mobile apps, conducted usability testing, and performed stakeholder interviews and UX research to guide design decisions and enhance user experience.

Jan 2020 - Jan 2022

### UI/ UX Designer

Hexcode Plus, Trivandrum

My role was to design a user-friendly and minimalistic website and convert it into a functional site using HTML, CSS, Bootstrap, jQuery, and other technologies.

Apr 2017 - Feb 2019

### Software Programming Instructor

Keltron Advance Studies, Calicut

My role involved training and assisting interns in learning Python, Django, HTML, CSS, jQuery, Bootstrap, C++, Embedded C, chip-level programming, and more.

## EDUCATION

**Msc Applied Electronics** (81%)  
Bharathiar University, Coimbatore

**Bsc Electronics** (73%)  
Calicut University, Calicut