

Thiviya G **UI UX & Product Designer**

I'm a detail-oriented designer with **over 7 years of experience in UX and product design** and **14 years in visual design**. I specialize in creating user-friendly designs that solve real problems, whether it's improving complex workflows, simplifying navigation, or enhancing overall usability. My focus is on helping products succeed, enhancing user experiences, and driving growth for companies.

EXPERIENCE

Sr. UI/UX Designer [Amazon Fire TV](#) (Contract) *Washington 03.2025 - Present*

- Led the end-to-end design process, from problem definition to final delivery.
- Translated business needs and user research into use cases and product requirements.
- Collaborated with stakeholders to align user needs with business goals.
- Created wireframes, mockups, and prototypes to explore and communicate design ideas.
- Designed cross-device experiences using scalable conceptual models.
- Rapidly prototyped and iterated designs based on user testing and feedback.
- Partnered with project managers to ensure on-time delivery with high-quality results
- Advocated for design thinking across teams and clearly communicated design rationale.

UI/UX Designer [Brook + Whittle](#) *Washington 10.2023 - 10.2024*

- Designed and maintained user interfaces and experiences (UI/UX) for various brands within the company's label solutions.
- Ensure consistent brand identity across different products and services.
- Collaborate with cross-functional teams to understand and translate brand requirements into practical designs.
- Incorporate user feedback and stay updated on industry trends for innovative design solutions.
- Develop design systems and guidelines for efficient UI/UX processes.
- Create prototypes and wireframes to communicate design concepts.
- Conduct usability testing to validate design decisions.
- Manage multiple projects, meeting deadlines for different brands and products.

Product Designer *Freelance Washington 03.2023 - 10.2023*

- Create design requirements based on input from internal teams and user research.
- Improve the design of existing products.
- Transform client visions into effective digital products through research, concept development, prototyping, and design.
- Design and deliver wireframes, user flows, and visual designs that are optimized for a wide range of devices and interfaces.

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*Authorized to work in the U.S. for any employer without visa sponsorship.

PORTFOLIO

<https://www.tiviuiux.com/>
password: **Happy**

SKILLS

- User-Centered Design (UCD)
- UX/UI Design
- Research & Analysis
- Prototyping & Wireframing
- Visual Design
- Information Architecture
- Ideation & Concept
- Quality Assurance (QA)
- Usability Testing
- A/B Testing
- Data-Driven Design
- Collaboration & Communication
- Accessibility Design
- Design Systems

PROGRAMS & LANGUAGES

- Figma • Sketch • Adobe XD
- Photoshop • Illustrator
- InDesign • Zeplin • Jira
- Asana • Principle • Hotjar
- Semrush • Micro interaction
- Ms office • Shopify • Wix

EDUCATION

UI/UX DESIGN

Flatiron School, Seattle, WA

ICT & MEDIA

South Asian Ins of Tech & Mgmt,
Colombo, Sri Lanka

MULTIMEDIA

CSC Education,
Colombo, Sri Lanka

UI/UX Designer [All Star Directories](#) Washington 10.2020 - 01.2023

- Created designs for responsive websites and mobile apps that help people connect with higher education institutions
- Managed the creation of concepts, wireframes, high-fidelity mockups, and prototypes.
- Collaborated with brand owners and development teams to build consistent experiences based on usability principles and human-centered design methodologies.
- Designed with a focus on user needs, built on data and research, and supported by testing and iteration.
- Helped align strategy with early research, planning, and stakeholder meetings. Facilitated strategy alignment through early research, meticulous planning, and productive stakeholder meetings.
- Redesigned over eight websites, overhauled the listings, formed submissions, and landed page optimization.

UI/UX Designer Freelance Washington 05.2017 - 09.2020

- Developed UI/UX & marketing materials, campaigns, and online content for various brands.
- Implemented product innovation and met organizations' business goals across various industries.

UI/UX Designer Neural Trend Washington 07 - 08.2020

- Conducted market and user research to understand the competitive landscape and the target user's requirements from this platform, provided macro architecture and information architecture schemas along with low to medium-fidelity annotated wireframes to illustrate these concepts.

UI | Visual Designer Royal India Washington 05.2017 - 04.2019

- Created the brand's website, mobile app, illustrations, marketing materials, and product packaging.
- Assisted with creating branding, sales, and marketing collateral for clients in various markets, including corporate brochures, posters, signage, and digital advertisements.

Associate Visual Designer Amazon 11.2015 - 05.2017

- Spearheaded efforts to improve the experience of customers, store associates, and the physical retail business through design.
- Partnered with in-store and digital marketing teams to conceive innovative seasonal, brand campaigns, and promotions.
- Continuously evolved with brand guidelines to enable scalability and consistency.

Graphic Designer - Sr Graphic Designer Sudarshana Ad. Services | Glob. Inst. Of Gaming & Animation | Line Focus Technologies 09.2011 - 08.2015

- Managed all production on designs for marketing collateral, including website landing pages, emails, digital ads, and social prints.