

# Thiviya G UI UX & Product Designer

**UI/UX & Product Designer with 8+ years of experience** designing digital experiences across web, mobile, and TV platforms, along with **14+ years in visual design**.

Specialized in simplifying complex workflows, improving usability, and creating scalable, user-centered solutions that align business goals with user needs.

## EXPERIENCE

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

- Lead end-to-end product design across TV, mobile, and web platforms
- Translate business goals and user research into product requirements and design solutions
- Designed bundle purchase and content discovery experiences (TVOD) to simplify decision-making
- Reduced friction in complex user flows by improving navigation and interaction patterns
- Create wireframes, prototypes, and high-fidelity designs to communicate concepts clearly
- Rapidly iterate based on usability testing, stakeholder feedback, and data insights
- Collaborate with product managers, engineers, and stakeholders to align business and user needs
- Advocate for user-centered design and influence product decisions

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

- Designed and optimized user interfaces and experiences across multiple product lines within label and packaging solutions
- Ensured consistent brand experience through scalable design systems and standardized UI components
- Collaborated with cross-functional teams to translate business requirements into user-centered design solutions
- Leveraged user feedback and usability testing to drive continuous design improvements
- Created wireframes, user flows, and high-fidelity prototypes to communicate design concepts
- Managed multiple projects in an Agile environment, delivering high-quality solutions within deadlines

**Product Designer** *Freelance Washington 03.2023 - 10.2023*

- Translated business requirements and user research into clear design solutions
- Improved existing product experiences by enhancing usability and interaction flows
- Transformed client ideas into effective digital products through research, concept development, and prototyping
- Designed and delivered wireframes, user flows, and responsive visual designs across multiple devices

Kirkland, Washington

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in [linkedin.com/in/tiviuiux/](https://www.linkedin.com/in/tiviuiux/)

**\*Authorized to work in the U.S.  
(no sponsorship required)**

## PORTFOLIO

<https://tiviuiux.com/>

password: **Happy**

## SKILLS

- Product Design
- UX/UI Design
- User Research & Analysis
- Interaction Design
- Information Architecture
- User Journey Mapping
- Wireframing & Prototyping
- Usability Testing
- Design Systems
- Accessibility
- Data-Driven Design
- A/B Testing & Experimentation
- Conversion Optimization
- Stakeholder Collaboration
- Micro-interactions
- Agile / Scrum

## PROGRAMS & LANGUAGES

- Figma • Sketch • Adobe XD
- Photoshop • Illustrator
- Zeplin • Jira • Asana
- Principle • Hotjar • Semrush
- Micro interaction • Shopify
- Wix • Webflow • Kiro

## EDUCATION

### UI/UX DESIGN

Flatiron School, Seattle, WA

### ICT & MEDIA

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

### MULTIMEDIA

CSC Education,  
Colombo, Sri Lanka

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

- Designed responsive websites and mobile applications to support users in connecting with higher education institutions
- Led the creation of concepts, wireframes, high-fidelity mockups, and prototypes
- Collaborated with stakeholders and development teams to deliver consistent, user-centered experiences
- Applied research, data, and usability testing to inform design decisions and iterative improvements
- Aligned product strategy through early research, planning, and cross-functional collaboration
- Redesigned 8+ websites, improving navigation, content structure, and conversion flows

**UI/UX Designer** Freelance Washington 05.2017 - 09.2020

- Designed user interfaces, marketing assets, and digital experiences for multiple brands
- Improved product experiences by aligning design solutions with user needs and business goals

**UI/UX Designer** Neural Trend Washington 07 - 08.2020

- Conducted market and user research to understand the competitive landscape and user needs
- Developed information architecture and low- to mid-fidelity wireframes to define product structure and flows

**UI | Visual Designer** Royal India Washington 05.2017 - 04.2019

- Designed end-to-end brand experiences, including website, mobile app, illustrations, marketing materials, and product packaging
- Contributed to branding and marketing collateral across multiple channels, including print and digital assets

**Associate Visual Designer** Amazon 11.2015 - 05.2017

- Led design efforts to improve experiences for customers, store associates, and physical retail environments
- Partnered with in-store and digital marketing teams to develop seasonal campaigns and brand promotions
- Maintained and evolved brand guidelines to ensure consistency and scalability across channels

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

- Managed end-to-end design production for marketing collateral, including landing pages, emails, digital ads, and social media assets