

SATHEESH M

UX Designer

satheesh.mankulam@gmail.com | +91 97311 08717

[linkedin.com/in/satheeshm93](https://www.linkedin.com/in/satheeshm93) | [behance.net/satheeshmankul](https://www.behance.net/satheeshmankul) | medium.com/@satheesh.mankulam | satheeshmankulam.com

PROFESSIONAL SUMMARY

UX Designer with 5+ years of hands-on UX contribution and 11+ years in visual and motion design. Skilled in design thinking, user research, wireframing, high-fidelity prototyping, usability testing, and WCAG-compliant interaction design. Proficient in Figma, Adobe XD, and Miro. Experienced collaborating with cross-functional teams in Agile environments to deliver user-centered digital products that drive measurable business outcomes. Ships and maintains four self-published Android apps on Google Play.

WORK EXPERIENCE

Visual Designer

2021 – Present

IDrive India Pvt. Ltd., Bangalore

Full-time

- Applied design thinking principles to design user flows, wireframes, and interactive prototypes for internal product features, improving onboarding clarity and feature discoverability.
- Conducted user interviews, heuristic evaluations, and usability testing sessions to identify pain points and validate design decisions with cross-functional stakeholders.
- Designed WCAG 2.1 AA-compliant micro-interactions, UI animations, and responsive, mobile-first screens aligned with the product design system.
- Collaborated with PMs and engineers in Agile sprints to refine features using human-centered design principles and iterative feedback loops.
- Achieved 50-60% increase in user sign-ups through improved UX storytelling, UI clarity, and design consistency across key conversion flows.
- Produced interaction animations and motion design assets using Adobe After Effects and Rive to support product onboarding flows, feature highlights, and user engagement campaigns.
- Edited and post-produced promotional and explainer video content for product launches, marketing campaigns, and internal communications using Adobe Premiere Pro and After Effects.
- Designed motion graphics and animated brand visuals for digital platforms and social media, maintaining visual consistency across all product touchpoints.

Video Editor & Photojournalist

2015 – 2021

Coastaldigest.com

Full-time

- Designed structured content flows and visual hierarchies contributing to 50% readership growth.
- Built layout systems, information architecture, and accessibility-focused design patterns for digital content.

Documentary Editor & Content Strategist

2019 – 2021

Kalike (TATA Trusts)

Freelance

- Structured narrative content and improved user engagement for educational programs, achieving 70% program success impact.

Freelance Visual Designer & Motion Designer

2013 – 2021

- Designed marketing visuals, motion graphics, and interaction-aligned animations for diverse digital platforms.

Assistant Professor – Journalism

St. Joseph's College & Co-operative College, Pilathara

2015, 2020

Part-time

- Taught journalism, media theory, and content design; guided students through structured research and publishing workflows.

SKILLS

User Research & Personas | Wireframing & High-Fidelity UI | Interactive Prototyping | Design Thinking | Heuristic Evaluation | Usability Testing | A/B Testing | WCAG / Accessibility | Design Systems | Information Architecture | UX Writing & Content Strategy | Responsive & Mobile-first Design | User Journey Mapping | Micro-interactions & Motion Design | Competitive Analysis | Agile Collaboration

TOOLS

Figma | Adobe XD | Miro | Rive | Jira | Adobe After Effects | Adobe Premiere Pro | Adobe Illustrator | Adobe Photoshop | Microsoft 365 | Google Workspace

CERTIFICATIONS

- Google UX Design — Google
- Microsoft UX Design — Microsoft
- Figma to Lottie — Lottie
- Google Project Management — Google
- The Complete Adobe After Effects Bootcamp — Udemy

EDUCATION

Master of Communication and Journalism (MCJ)

2013 – 2015

Mangalore University

Bachelor of Arts in English

2010 – 2013

Kannur University

PUBLICATIONS & ACHIEVEMENTS

- **The Psychology of Product Moments** — Published Book (Satheesh Mankulam). Available on [Amazon Kindle](#) and [Google Play Books](#).
- **FamilyDose** — Independently designed and published a trilingual (English, Malayalam, Hindi) family medication tracker app on Google Play Store; led end-to-end UX ownership covering user research, wireframing, prototyping, accessibility, and live production deployment. [View on Google Play](#)
- **Linked** — Independently designed and published a privacy-focused bookmark manager app on Google Play Store, with native share-sheet integration and offline storage; led end-to-end UX from research and interaction design to production deployment. [View on Google Play](#)
- **SpendCast** — Independently designed and shipped an offline-first personal budget tracker for Android, owning the full UX lifecycle from concept and wireframing through high-fidelity prototyping and live deployment. [View on Google Play](#)
- **Noctuna** — Independently designed and published a children's bedtime story app on Google Play; led kids-first UX covering read-along narration, sleep timer, parental gate, and an offline, zero-data-collection experience. [View on Google Play](#)