

Meena Priya Singaravelan

User Experience Designer | Eindhoven, NL

m33napriy4@gmail.com

+31 647069297

www.meenapriya.nl

Innovative User Experience Designer crafting seamless, user-first experiences that merge aesthetics with functionality. Passionate about design systems, intuitive interactions, and pushing the boundaries of digital experiences that simplify complex workflows with a focus on accessibility and innovation.

EDUCATION

Master of Design, Product Design (2019-2021)

Srishti school of design, Bangalore, India

Bachelor of Design, Product Design (2013-2017)

National Institute of Fashion Technology, Chennai, India

Bootcamp Certification, UX/UI Design (2023)

Ironhack, Amsterdam, The Netherlands

WORK EXPERIENCE

UX/UI Designer: (1.4 Years)

NAYA, Utrecht, The Netherlands Jan 2024 - Present

CES Award winning Modular Split Keyboard- Naya Create:

Crafting journey maps, user flows, and onboarding screens. Conducted user research to refine macro screen, hub screen, colormapping screen and module settings. Redesigned the website, software, and ecosystem pages while also optimizing team workflows (Agile).

Freelance Product Designer: (1.3 Years)

Coinkids, The Netherlands Sep 2023 - Dec 2023

A fintech project and multi-device app that empowers kids to manage money through engaging, interactive learning.

GoSee - News Services AG, Germany May 2023 - Sep 2023

Designed a new web platform with dashboards for basic and expert users that is aimed at supporting creative professionals and clients seeking creative services.

Movebite from Antler, Amsterdam Jun 2023 - Aug 2023

Collaborated with entrepreneurs to design a workplace wellness plugin. Conducted user research, developed conversational design, Brand kit and Slack dashboards.

Tapparfum, The Netherlands Jun 2023 - Aug 2023

Redesigned the web and mobile shopping experience, incorporating interactive search, advanced filtering features, and for an enhanced user navigation and engagement.

Design Lead & Visual UI designer (2 Years)

TheMathCompany, Bangalore Jan 2021 - Dec 2022

Led a team of four designers, crafting graphic campaign assets, hiring collateral, and visual content for India and US teams. Collaborated with the UX/UI team to design UI assets and dashboards for international clients, ensuring a seamless and engaging experience.

DESIGN SKILLS

Figma
Adobe XD
Sketch
InVision
Axure RP

GRAPHIC SKILLS

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Coreldraw

USER RESEARCH

Maze
Hotjar
Google Analytics
Card Sorting
Tree Testing

WORKFLOW

UX Documentation
Notion/ Airtable / SharePoint
Brainstorming & User Flows:
Miro/ FigJam
Agile & Project Management:
Jira / Trello / Asana
Remote Collaboration:
Teams/ Slack/ Discord

LANGUAGES

English	Professional
Dutch	A2 Level
Hindi	A2 Level
Tamil	Native



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Freelance Graphic Designer:

(2.9 Years)

National Cottons, Tirupur

2 Years

Collaborated with stakeholders on ongoing branding initiatives, including user research, market research, logo design, packaging design, and social media management projects.

NUMMERO, Bangalore

5 Months

Designed multiple graphic branding and marketing assets for various NGO's & Startups

AMETEK.,Inc, Bangalore

4 Months

Designed engineering assets like product documentation & product labels for world-renowned supplier automation and precision motion control solutions

Internships & Projects

(1 Year)

Product Designer, Flinto Learning Soln., Chennai

7 Months

Designed and prototyped engaging educational boxes for children, creating two themed collections for kids aged 8 to 12.

Packaging Designer at Sunray Design Studio, Chennai

3 Months

Led the primary packaging design project for a children's perfume, conducting research and exploring packaging possibilities for the brand Rorito.

Product Researcher Intern at CUMI, Hosur

2 Months

Researched the evolution of award-giving, exploring how materials, form, and color influence human emotions and psychology.

RECOGNITIONS

Guest Lecturer

National Institute of Fashion Technology, Chennai, India

Delivered three guest lectures to 3rd-year NIFT students on product design and the design process, with a focus on Biomimicry & User Experience.

Certified Ceramist

Golden Bridge Pottery, Pondicherry, India

Completed a 7-month professional pottery program under renowned artists Deborah Smith and Ray Meeker. Founded "Spinature," a ceramic lifestyle brand, where I successfully sold my artistic creations for a year.

Creative Excellence – Sanga Tamizh Cards Recognition

Design collaboration with Urue Designstudio

Collaborated with Uru Design Studio to design a Tamil history-inspired card deck. The project gained widespread media coverage and boosted sales, with my role focused on creating the visual graphics in Illustrator.

Key Contributor in DNNL Program Selection

Coinkids, Amsterdam, The Netherlands

Recognized as a key contributor in developing wireframes, prototypes, and the design system, helping the project become one of 11 startups selected for the prestigious DNNL program in Amsterdam.

PERSONAL SKILLS

Data-driven decision-making
Stakeholder Management
Effective Communication
Presentation Skills
Problem- Solving
Collaboration

HOBBIES

Pottery
Travelling
Cooking
Photography

