ANTONY ERWIN

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UI/UX Designer | Product Designer

Experience: 3 Years 08 Months

Chennai, India.

A UI/UX and Product Designer with 3.5+ years of experience across the complete design lifecycle, from early-stage research and product strategy to high-fidelity UI design and developer handoff. Proven track record delivering design solutions across fintech, SaaS, enterprise, e-commerce, and consumer industries for clients spanning four continents—defining product direction from zero and managing complex, multi-platform interfaces within agency-paced environments. Strengths include building scalable design systems and driving measurable usability improvements, always anchored in user needs and business objectives. Seeking to apply this foundation to AI-powered product design, including copilots, conversational interfaces, and responsive web and mobile experiences.

WORK EXPERIENCE

UI UX Designer -Pixel Studios (Pixel Avatar)

Jul 2024 - Present

- Led end-to-end product design across **8+** simultaneous client engagements as the sole design decision-maker for each, covering discovery, research, information architecture, prototyping, and developer handoff.
- Defined UX and product strategy for a **B2B SaaS** analytics dashboard by restructuring complex data hierarchies and delivering an information architecture that passed stakeholder review without a single revision on the first presentation.
- Designed a mobile-first B2B/B2C e-commerce experience aligned to client revenue goals; received approval in one design review with **zero** change requests.
- Built a Figma component library adopted across **3** enterprise platforms, reducing UI production time by approximately **40%** and eliminating cross-platform visual inconsistencies.
- Ran structured usability testing across **2** major product releases, identifying **15+** critical friction points before launch and preventing costly post-release rework.
- Produced developer-ready handoff documentation that cut design-to-dev clarification loops by roughly **50%**, directly accelerating sprint velocity on flagship products.
- Stepped up informally as Senior Designer by mentoring junior designers, setting quality standards, and maintaining design consistency across all active projects.

Junior UI UX Designer-Jamoons-Digital

May 2023 - Jul 2024

- Took **end-to-end design ownership** of **10+** client products across real estate, travel, retail, and professional services, with 8 of 10 delivered with **zero** rework requests.
- Conducted user research and journey mapping for a corporate travel portal (Keith Prowse Travel), simplifying information architecture from 5 levels of navigation depth to **3**.
- Redesigned core flows for a fintech investment platform (Unifi / FloatX), reducing task completion steps by **30%** and lowering friction at the new investor onboarding stage.
- Sustained a pace of **2—3** complete product designs per month while maintaining high client satisfaction through tight scope management and iterative delivery under agency deadlines.

Intern-Jamoons-Digital

Feb 2023 - May 2023

- Contributed to live client product builds from week one, delivering user research, wireframing, and UI design across **3** projects typically reserved for senior designers.
- Converted to full-time hire **3** months ahead of schedule.
- Promoted to Junior Designer after **3** months, the fastest intern-to-hire conversion at the agency

SELECTED CLIENT WORK

- **Fintech & Investment:** Unifi Investment Management, Mason Stevens, Kings Gate Capital, FloatX, Finnate, Barwon.
- **Enterprise & SaaS:** RheinBrücke IT Consulting, TechMango, Future Focus Infotech, Clipsal Cortex, Chalo School ERP.
- **Healthcare:** Sagar Hospital, Buddhi Clinic, Archana IVF, Cura Group.
- **Consumer & Brand:** HMI Guitars, Keith Prowse Travel, The Hatchery, Greenwin Electric, Yanco Delta.

EDUCATION

B.E. Mechanical Engineering — 2017 — 2021

Marks - 77% | Mohammed Sathak Engineering College

HSC — 2016 — 2017

Marks - 72% | St. Anne's Matriculation Hr. Sec. School

SSLC — 2014 — 2015

Marks - 82% | Punitha Yagappar Higher Secondary School

SKILLS

- **Product Design:** UX Research - Wireframing • Prototyping • Interaction Design - Information Architecture • Usability Testing • Design Systems • Accessibility (WCAG)
- **Leadership & Team Management:** Design Strategy • Product Thinking • Stakeholder Alignment - Cross-functional Collaboration • Agile / Sprint Design
- **Client Communication & Relationship Handling:** Worked closely with clients to understand their goals, present design solutions, and build long-term trust through clear communication and timely delivery.
- **Managing Multiple Projects Simultaneously:** Handled multiple design projects across different domains, balancing priorities and ensuring each project met deadlines and quality standards.
- **User Research & Insights Gathering:** Conducted user interviews, surveys, and market studies to gain deep insights into user needs and behaviours, helping inform design decisions.
- **Usability Testing & Evaluation:** Ran usability tests and feedback sessions to identify pain points and improve product experiences based on real user input.
- **Information Architecture:** Structured content and navigation in a way that helps users find what they need quickly and intuitively.
- **UX Design & User-Centred Thinking:** Designed workflows, wireframes, and prototypes focused on solving user problems effectively and creating meaningful experiences.
- **Visual Design & Aesthetic Detailing:** Crafted visually engaging interfaces with a strong sense of layout, typography, color, and branding.
- **Design System Creation & Maintenance:** Built scalable design systems to maintain consistency across large products and streamline collaboration with developers.
- **Designing for Consistency & Scalability:** Ensured design decisions supported long-term growth and adaptability of products across platforms.