

Veneetha Veloo

UX/UI Designer

GROUND LABS / Product Designer

Mar 2021 - Present

Led the UX/UI design for a new product (GLASS Studio) from inception to delivery, encompassing user research, product shaping, prototyping, usability testing & internal product training. [View case study](#)

Redesigned the most used page in the flagship product (Enterprise Recon), greatly enhancing data comprehension and reducing the time needed for users to make key decisions for data remediation. [View case study](#)

Developed a new design system for the product that has been accepted for implementation in the next year.

Identified UX issues and developed a list of enhancements aimed at significantly enhancing user experience and increasing product stickiness. Conducted internal research to determine the effort and impact of each enhancement, finally prioritizing the biggest wins which were approved for this year's roadmap.

GENERAL ASSEMBLY / UX Design Immersive Student

Oct 2020 - Jan 2021

Went through rigorous UX training and completed 3 UX projects including one pro-bono client project, all of which exceeded expectations.

TALLSHIP ADVENTURES / Creative Manager

Oct 2019 - Oct 2020

In-charge of branding for the Royal Albatross and worked closely with the Head of Marketing to launch digital campaigns and other offline marketing efforts. Maintained and updated the website on wordpress.

THE IDEA LAB / Junior Art Director

May 2019 - Oct 2019

Handled social media and digital campaign art direction and execution for 3-5 clients at a time. Simultaneously worked on pitches for new clients mainly in digital advertising.

BHB SG / Visual Communication Executive

Jan 2017 - Dec 2018

Revamped the e-commerce website's design leading to an increase in click-through rate to product pages. Managed 5 outsourced creative talents to create additional media such as infographics and illustrations.

2016 / Graphic Designer for Ultra Singapore 2016 & Bacchanalia

Singaporean
veneethaveloo@gmail.com
+65 96486458
Portfolio: veneethaveloo.com

EDUCATION

GENERAL ASSEMBLY

UX Design Immersive (Batch 25)
Jan 2021

SMU ACADEMY

Graduate Cert in Communication
Management
Nov 2018

NANYANG TECHNOLOGICAL UNIVERSITY

BFA Visual Communication
July 2016

PROFICIENCIES

User Research & Analysis
Design Strategy
Visual Design
Information Architecture
Prototyping
Usability Testing
Presentation Storytelling

TECHNICALS

UXPin
Figma
Axure
Photoshop
Illustrator
InDesign

LANGUAGES

English
Tamil