

Rineesh Othayoth

Lead UX/UI Designer

Portfolio: www.rineesh.com

www.linkedin.com/in/rineesh-othayoth-173822b

Mobile # 5517759100
rineesh@gmail.com

With 18+ years of experience in UX/UI, brand identity, and digital design, I am also an artist passionate about blending creativity with strategy to craft impactful experiences. Over the past 12+ years, I have led and managed high-performing UI/UX teams, driving innovation in fast-paced product development environments. I specialize in transforming traditional, engineering-driven models into agile, user-centric approaches, ensuring UX remains integral to product development. My work spans designing and launching solutions for leading brands such as Discover, Schneider, T-Mobile, Humana, Aflac, Allergan, Agero, Microsoft, and American Express. Thriving in collaborative, cross-functional environments, I am committed to delivering seamless, user-first design solutions that merge artistic vision with usability, accessibility, and business impact.

Cognizant Technology Solutions

Manager UX/UI Design

June 2012 – Till Date (12+ years)

Currently serving as a UX/UI designer, enhancing the loan servicing experience for personal loans at a leading U.S. bank (Discover). Responsible for driving user-centered design solutions through research, strategy, and collaboration.

Optimizing User Experiences

- Analyzed user behavior using Contentsquare and design tools to identify UX pain points and implement optimizations.
- Designed WCAG 2.1 AA-compliant experiences with a shift-left approach, embedding accessibility early to reduce development time and defects.
- Provided data-driven insights to stakeholders, influencing strategic decision-making.

Driving Strategic UX Investments

- Developed cost-benefit analyses to justify feature development, accessibility, and usability.
- Presented innovative design solutions to leadership, securing buy-in for key UX initiatives.

SKILLS

UX Design
Visual Design
Design System
Graphic Design
Rapid Prototyping
Branding
User Research
Design Strategy
Journey Mapping
Usability Testing
Cognitive Walkthrough
Design Leadership
Painting
Drawing

TOOLS

Sketch
Figma
ContentSquare
Adobe XD
Photoshop
Illustrator
InDesign
Miro
Zeplin
Flinto
Balsamiq
Invision
Overflow
Jira
Confluence
Microsoft office

Leading Collaborative Design Solutions

- Partnered with product owners and developers to prioritize user-centered features aligned with business objectives.
- Led workshops to design, test, and refine digital experiences, including dashboards and other high-impact solutions.

Leveraging Research-Backed Insights

- Conducted user research to validate feature strategies and inform design decisions.
- Launched user-centered features based on actionable insights, ensuring successful adoption.

Delivering High-Impact UX Designs

- Created wireframes and high-fidelity prototypes in Figma, ensuring development readiness.
- Utilized generative AI tools to streamline workflows and drive design innovation.
- Facilitated feedback sessions for iterative refinement of design concepts.

Enhancing Design Efficiency & Accessibility

- Established scalable design workflows to ensure accessibility and consistency in user experiences.
- Mentored team members on UX best practices, accessibility standards, and design hygiene.

Championing Agile Design Practices

- Collaborated within agile teams, balancing user needs with technical constraints to deliver seamless solutions.
- Advocated for user-centered design across teams with varying levels of UX maturity, fostering a culture of design excellence

Microsoft

Senior Design Consultant (UX/UI)

June 2012 – April 2018 (5+ years), Hyderabad – India

In my role as a Senior User Experience Consultant at Microsoft, I worked closely with the Microsoft design team and global delivery team to deliver exceptional user experiences and interfaces for Desktop, Surface, Tablet, and mobile applications. A key accomplishment was the development of a high-fidelity click-through prototype that highlighted both the aesthetic and functional aspects of modern devices. This process involved multiple design iterations, incorporating feedback, and ensuring the prototype met project objectives and user requirements.

CERTIFICATION

UX Strategy Fundamentals (2020)
Udemy

Sketch Master – (2020)
User Experience Design in Sketch Certification

Certification in Design Thinking (2019)
Cognizant Technology Solutions.

EDUCATION

Bachelor of Fine Arts
(Applied Arts)
College of Fine Arts
Trivandrum, Kerala.

Key Accomplishments:

- Created a high-fidelity click-through prototype that effectively communicated the user experience and platform capabilities.
- Collaborated on design iterations, incorporating feedback to enhance the prototype.
- Ensured alignment of the prototype with project objectives and user requirements.
- Worked closely with cross-functional teams to achieve design excellence.

Key Responsibilities:

- Led design projects from concept to completion, ensuring a seamless user experience.
- Collaborated with product managers, engineers, and other stakeholders to define design requirements and objectives.
- Conducted user research and usability testing to gather insights and inform design decisions.
- Created wireframes, prototypes, and high-fidelity designs that effectively communicated design concepts.

Vectorform

User Experience / Interaction Designer

December 2009 – May 2012 (2 years 6months), Hyderabad – India

- Translate business requirements and strategy documents into workflows, wireframes, and interactive prototypes.
- Creating intuitive, rich, and user-friendly interfaces for cutting-edge platforms, including Surface, Tablet, Mobile, and Desktop.
- Take responsibility for the user experience and integrate User Centered Design into all aspects of the product.
- Analyzing and designing the task flow, creating an information architecture, prototyping low-fi and high-fi prototypes.

Key Clients: Microsoft, Mercedes-Benz, Maruti Suzuki, Dell, Lodha Group, Ford, Cafe Coffee Day, ICICI Bank.

IDS

Web User Interface Designer

Aug 2006 – Nov 2009 (3 years 3months), Technopark, Kerala, India

- Conceptualizing and implementing creative ideas for client websites and social media campaigns
- Create and maintain detailed, brand-compliant user-interface specifications and design systems for multiple applications.

- Collaborate with project managers, product developers, and designers to plan projects in a timely and effective manner while maintaining high design standards.
- Ensure that design decisions are translated into detailed specifications for programmers

C-DIT

Web/ Graphic Designer

June 2003 – July 2006 (3 years), Kerala, India

- Ideation for the websites, ads and other marketing materials
- Brainstormed, conceptualized, ideated and delivered traditional print and digital assets including brochures, flyers, posters, banners
- Redesigning websites
- Implementing design guidelines, standards, and best practices