

Elamparithi Elango

Product Designer

www.elparithi.com

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EXPERIENCE

Co-Founder & Product designer

Amille LLC, New York City, US

May 2024 - Feb 2025

Led 0 to 1 Mobile app design for a startup project (team of 8), through ideation, market research (100 competitors) UX research (200 surveys, 30 interviews), wireframing & prototyping. Reduced user-drop off by 30% through usability testing.

Brand Designer

Torque Energy, Dharmapuri, India

Jan 2023 - Aug 2023

Designed promotional and marketing content (presentations, flyers, posters, infographics, banners, social media) and led events which increased the brand presence by 25% as measured through social media interactions & event participation.

Product & Graphic Designer

Freelance, Chennai, India

Mar 2020 - Aug 2023

Designed 0-1 responsive websites following UX principles and created logos, illustrations, digital paintings, and marketing content for 10+ clients, increasing customer satisfaction by 30% on average as measured through client feedback.

EDUCATION

New York University

MS Management & Systems

May 2025, GPA - 4.0/4.0

TN MGR Medical University

Bachelor of Medicine, Bachelor of Surgery

May 2022

Google UX Design Specialization

SKILLS

Product Design
Design Systems
Interaction Design
Visual Design
Responsive design
Multi-modal design
Wireframing
Prototyping
Information Architecture
Storyboarding
UX Writing
User journeys
UX Strategy
Accessibility UX
Qualitative Research
QA Testing
Branding
Graphic Design
Pitching
Event Management
Product Management
Digital Management

TOOLS

UX - Figma, Balsamiq, Assistive Technologies

Graphic - Adobe (Illustrator, Photoshop, InDesign, Lightroom, Express), Canva

Productivity - MS Office, Adobe Acrobat, Google Workspace, PM tools, Prompt Engineering

Technical - Python, HTML, CSS (Working Knowledge)

No Code - Wix, Flutterflow