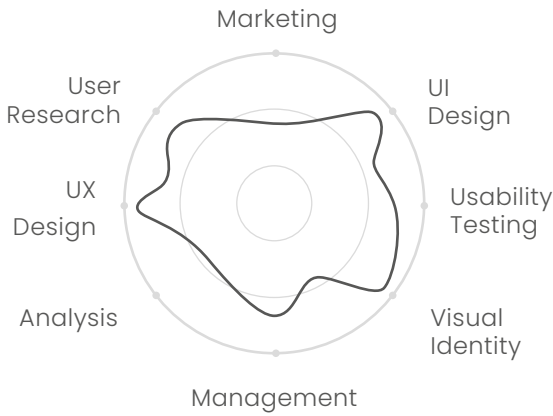


HELLO!

**I'm George D'Cruz,
a Digital Product Designer**

I'm a human-centric designer with extensive experience working with clients across the globe. With an educational background in Computer Science Engineering, Business Administration & Interaction Design, and experience working with companies of various dimensions, I have cultivated a unique set of analytical and creative skills which allow me to transform user needs and business requirements into invaluable products.

Core Competencies



Interests & Skills

Participatory Design • Co-Design • Ethnographic Research • Design Thinking • Collaboration Project Management • Zen Leadership Mentorship • Social Responsibility

Projects & Clients



Communication Skills



English
Advanced



Malayalam
Native



Tamil
Basic

Skills & Expertise

UX/UI Design

Adobe XD	●	●	●	●	●	●	●
Figma	●	●	●	●	●	●	●
InVision	●	●	●	●	●	●	●
Sketch	●	●	●	●	●	●	●
ProtoPie	●	●	●	●	●	●	●

Graphic Design

Photoshop	●	●	●	●	●	●	●
Illustrator	●	●	●	●	●	●	●
InDesign	●	●	●	●	●	●	●
AfterEffects	●	●	●	●	●	●	●

Development

HTML	●	●	●	●	●	●	●
CSS	●	●	●	●	●	●	●
JavaScript	●	●	●	●	●	●	●
Jira/Agile	●	●	●	●	●	●	●

Others

WordPress	●	●	●	●	●	●	●
Webflow	●	●	●	●	●	●	●
Analytics	●	●	●	●	●	●	●
Presentations	●	●	●	●	●	●	●

Contact Details



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Mobile





george@studiom.me
Email





studiom.me
Portfolio



Career Milestones

- Feb '20 - Ongoing  



Digital Product Strategist • Archi's Academy • Remote

Leading development and operation of design strategies for the US based ed-tech startup. Conducts user & market research, wireframing, prototyping, usability testing, documentation and UX auditing of the products. Volunteers as design thinking coach and trains students & staff.
- Sep '17 - Ongoing  



Digital Product Designer • Studio M • India

Built a design agency and managed multiple projects simultaneously. Conducted market research, competitive analysis, and user research. Developed user stories, information architecture, prototypes, and user tests for various websites & mobile applications.
- Apr '20 - May '20  

UX/UI Designer • INDG (Grip) • The Netherlands

Responsible for incorporating user experience practices to the development process of their B2B SaaS product.
- Dec '17 - Jun '18  



Visual Designer • Ardent Digital • India

Mid-level designer focused on research and analysis of international market environments, generation of sitemaps, information architecture, wireframes, prototyping, creation of design systems and interaction design for web and mobile applications.
- Aug '16 - Aug '17  



Junior Designer Executive • Padath Infotainment • India

Conducted user research and designed prototypes to support the development of various websites and in-house native Android and iOS mobile app. Performed industry and customer needs research by collaborating with the Business Development team.



Educational Background

- Sep '18 - Dec '19  

MA Interaction Design Communication • UAL • UK

Graduated with First Class Honours (Distinction) from the London College of Communication. The course focused on developing artistic skills, critical thinking and prototyping through practice-based learning.
- Aug '14 - Oct '16  



MBA • MG University • India

Specialized in Marketing and Information Systems. Graduated in Top 10% of class (2:1).
- Aug '10 - May '14  



BE Computer Science & Engineering • Anna University • India

Graduated with First Class Honours (1st)

Achievements

- Mar '19  

Product Designer • The Design Museum • UK

Co-designed a game-based interactive performance on the topic of 'Living Self-Sufficiently' as part of their Home Futures exhibition.
- Aug '14 - Oct '16  

Runners-Up • Albertian Institute of Management • India

Held the UI/UX designer and concept developer role for the second place winning "Hello Doctor" mobile application.