

Name **Monish Kumar Muthuvijayan**

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What I do

- Design **simple & effective** user interfaces by
 - Understanding users, their goals & their behavior
 - Understanding technology, products & possibilities
 - Talking to users to get feedback
 - Iterating based on the feedback

What I've done

- Designed a SaaS app (end to end) for managing incidents at stadiums. It replaced a complex system that took many clicks with **just 4 clicks** and reduced time spent by 50%. It is now being installed in NBA & FIFA stadiums.
- Increased user retention of a social consumer app **3x** by redesigning the app to eliminate friction and focus on the core features.
- 7 years of designing for the users
- Master's Degree in Human-Computer Interaction

What I want to do

- Apply my skills to design & build **useful** products that **delight** the user.