

Athmaja V J

UX Engineer | Senior Front-end Developer

Innovative and results-driven UX Engineer with 9 years of experience bridging the gap between design and frontend engineering across large-scale enterprise, healthcare, and AI-powered platforms. Expert in architecting scalable, reusable design systems and high-fidelity prototypes that streamline cross-functional development pipelines, reduce time-to-market, and deliver exceptional user experiences.

Professional Experience

Software Engineer , eHealth Kerala (State Digital Health Mission)

06/2025 – Present

- **Integrated Analytics & Health Dashboards:** Architected and developed interactive, high-performance web interfaces using Vue.js for high-priority government modules, including the NCD Dashboard, SHAILI Survey/Screening tools, and PH Survey systems; transformed complex public health datasets into clear, intuitive data visualizations.
- **Automated Reporting & Factsheet Dashboards:** Architected and developed a full-stack Factsheet Dashboard application, utilizing Spring Boot to ingest data from an analytical database and automate a previously manual generation process; eliminated administrative bottlenecks and reduced employee reporting overhead by 80% through robust backend pipelines and intuitive full-stack integration.
- **Design-to-Code Engineering (meHealth App):** Spearheaded the complete UI/UX overhaul and mobile prototyping for the citizen-facing health app. Authored production-ready, reusable layout components in Flutter, bridging the design-to-development pipeline and accelerating overall sprint delivery.
- **Feature Delivery:** Designed and launched the live "Find Nearby Services" mobile feature from inception to deployment, creating a seamless, localized search experience for millions of citizens.
- **System Modernization & Refactoring:** Overhauled the navigation framework and visual hierarchy of the core Public Health portal; refactored legacy HTML/CSS/JavaScript into modern, responsive codebases, drastically improving cross-device usability and code maintainability.
- **Identity & Onboarding Optimization:** Redesigned the state-wide Hospital Management System (HMS) Login and Registration flows in Figma, eliminating friction points, removing legacy workflow bottlenecks, and ensuring a 100% precise match between Figma mockups and production-ready frontend code.

UX Consultant, Confidential Client

03/2025 – 05/2025

- **Data Visualization Portal:** Designed the end-to-end user experience for an evidence-heavy research portal, utilizing interactive data visualization maps to clarify dense, highly technical global datasets.
- **Information Architecture:** Restructured complex user flows and multi-tier content hierarchies to enhance the discoverability, accessibility, and clarity of specialized research documentation.
- **Stakeholder Alignment:** Collaborated with research Leads and international stakeholders to convert strict data requirements into user-centered product requirements.

Contact

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Core Competencies

Frontend & UX Engineering

- Design System Architecture
- Component-Based Architecture
- Component Libraries
- High-Fidelity Prototyping
- Wireframing
- Figma
- Adobe XD
- Interaction Design
- Data Visualization Interfaces

Frontend Development

- JavaScript (ES6+)
- TypeScript
- Vue.js
- React.js
- HTML5
- CSS3
- Sass
- Bootstrap
- jQuery

Backend & API Development

- Java
- Spring Boot
- RESTful API Design

Databases & Analytics

- PostgreSQL
- Analytical Database Integration

Standards & DevOps Optimization

- CI/CD Pipelines
- WCAG Accessibility Compliance
- Performance Tuning
- Cross-Browser Compatibility
- Mobile-First/Responsive Design

Senior UI/UX Designer, Alokini

06/2024 – 02/2025

- **AI Platform Architecture:** Engineered the complete interface design for an AI-powered B2B diagnostics platform providing actionable, real-time insights on website performance, SEO, security, and accessibility.
- **Super-App Redesign:** Revamped the end-to-end information architecture and navigation for an enterprise web and mobile super-app, successfully simplifying complex overlapping user journeys spanning e-commerce, social features, and crypto wallets.
- **Enterprise Design System:** Built and governed a centralized design system utilizing tokenized reusable components, reducing UI discrepancies and accelerating frontend engineering lifecycles across multiple product teams.
- **Inclusive Design:** Designed comprehensive light and dark visual themes fully optimized to comply with global WCAG accessibility standards.

Senior Graphic Designer & Frontend Developer, Nexgen

06/2021 – 03/2024

- **Industrial/Pharma UI Design:** Led the dual frontend development and product design initiatives for pharmaceutical package inspection web applications (PTI), delivering highly reliable, production-ready web interfaces.
- **Performance Optimization:** Executed advanced rendering optimization and script tuning techniques, significantly improving web app load speeds and user interaction times.
- **Leadership & Mentorship:** Mentored junior product designers on UI engineering best practices, design system logic, and modern frontend coding standards.

UX Designer, Accubits Technologies

11/2018 – 08/2020

- **Fintech Product Design:** Delivered the end-to-end wireframing, high-fidelity UI design, and interactive prototyping for a mobile cryptocurrency trading platform in Figma, simplifying complex trading actions for novice users.
- **Enterprise Portals:** Directed the UI/UX design for a large-scale web attendance and resource planning dashboard using Adobe XD, closely pairing with engineering to preserve interaction accuracy.

Software Engineer, Perfomatix Solutions

02/2016 – 11/2018

- **Logistics & Healthcare UI:** Developed responsive corporate web architectures and web products using HTML5, CSS3, JavaScript, and Bootstrap. Designed workflows for a digital freight-forwarding platform and an intuitive medical appointment scheduling mobile application.

Educational Background

B.Tech in Computer Science and Engineering

- VKCET, Thiruvananthapuram, Kerala (Score: 7.3) | Graduated: 2014

Higher Diploma in Graphic and Web Designing

- Image Creative Education, Kollam, Kerala | Graduated: 2015

Certification

- **Human-Computer Interaction (HCI)** – Interaction Design Foundation Certified
- **Mobile User Experience Design** – Interaction Design Foundation Certified
- **Machine Learning with Python** – IBM Certified