

Siva Prakash

www.sivaprakashuxdesign.com

[LinkedIn](#)

[Dribbble](#)

prakash.siva80@gmail.com

+91-8098121320



EDUCATION

Google UX Design Certificate

// August 2022 - January 2023 Online

Completed a rigorous training designed for entry-level job readiness. 15 modules included topics like: UX research fundamentals, inclusive design, low-fidelity and high-fidelity prototypes, and tools like Figma and Adobe XD. Completed hands-on projects and [developed a portfolio](#) including 3 projects to receive the certificate.

Master of Business Administration Postgraduate Degree

// August 2010 - May 2014, at Jansons School Of Business, Coimbatore

Graduated with a 7.2 GPA. Organized various [club activities](#), [Ted Ex events](#) and a [Startup Business Plan Competition](#) for student development- [MOC](#) in National Level Start-Up Business Plan Competition "IDEATORS"-

EXPERIENCE

Assistant Manager - SME Retail Enterprise Mahindra & Mahindra Financial Services

Limited // November 2019 - August 2022 Coimbatore - Tamil Nadu

- Territory Management: Successfully managed a diverse client base across a territory of five cities.
- Portfolio Management: Consistently achieved 95% of goals and effectively evaluated portfolio performance.
- Strategic Collaboration: Collaborated closely with internal teams to drive company-wide objectives and enhance the operational sales process.
- Market Expansion: Instrumental in doubling the company's market presence through strategic partnerships with three leading vendors, resulting in significant customer acquisition.
- Effective Negotiations: Closed an average of three deals per month by skillfully negotiating with major vendors in the machine parts manufacturing industry.

Management Trainee - Pre-Owned Cars Mahindra & Mahindra Financial Services Limited //

July 2019 - November 2019, Coimbatore - Tamil Nadu

- Tamil Nadu State Mentor: Provided mentorship and guidance for new product launches and self-source business initiatives in Tamil Nadu, overseeing a team of 50 executives and 10 senior managers.
- Data Analysis and Reporting: Gathered data from various clusters and transformed it into comprehensive business reports and documents for senior management analysis.

- Sales Performance Management: Oversaw the collection of business and portfolio reports from executives, guided them to achieve sales targets, and maximized lead conversion.
- Vendor Management: Organized monthly vendor meetings, addressed inquiries, prepared project progress reports, and identified areas for improvement while maintaining ongoing communication with vendors.
- Business Development: Cultivated new relationships with Pre-Owned Car dealers, generating new business opportunities through these partnerships.

Internship - Sales And Marketing Research Coca-Cola
 // May 2018 - July 2018, Chennai - Tamil Nadu

- Market Understanding: Demonstrated expertise in understanding assigned markets, identifying challenges, and uncovering opportunities.
- Marketing Strategy: Developed, implemented, and evaluated effective marketing initiatives to enhance brand presence and drive sales.
- Customer Insights: Conducted focus groups and market research, analyzing customer purchasing trends to inform pricing strategies.
- Client Satisfaction Improvement: Significantly increased client satisfaction from 80% to 95% by introducing a value-added offering of a complimentary cooler for carbonated drinks.
- Market Research and Analysis: Conducted in-depth competitor analyses, tested new products by gathering feedback from clients and customers, and utilized surveys and interviews to evaluate satisfaction, loyalty, brand awareness, and reach.

SKILLS

Technical

Adobe XD // Figma // Google Slides // Basic knowledge in Adobe Photoshop // Python
 // Tableau // Data Management // Microsoft Excel - Microsoft Word - Microsoft PowerPoint

Design

User research // Wireframing // Usability studies // Presentation // Prototyping //
 Information Architecture // Interaction Design // Mockups // Design System // Responsive
 Design // Empathy Map // Persona // User stories // User Journey Map // Competitive
 Audit // Ideation // Accessibility // Brand Identity // Data analysis
 Marketing Analysis.

Collaboration

Communicative // Gives design critique + feedback // Strong presenter // Detail-oriented
 Self Starter // Survey // Strong presenter // Detail-oriented.