

Siva Prakash

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EDUCATION

Google UX Design Certificate

// August 2022 - January 2022, 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

Managed a group of clients and prospects in a territory of five cities and also tracked and evaluated the performance of the current portfolios. Worked closely with internal teams to strategically drive company-wide goals and improve the operational sales process.

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

// July 2019 - November 2019, Coimbatore - Tamil Nadu

State Mentor for new products and Self-Source Business and Mapping of Executives for Tamil Nadu and managed about 50 executives and 10 senior managers.

Internship - Sales And Marketing Research Coca-Cola

// May 2018 - July 2018, Chennai - Tamil Nadu

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