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CREATIVE - SENIOR GRAPHIC & UI/UX DESIGNER

I am a passionate and results-driven Senior Graphic & UI/UX Designer with over 7+ years of experience in advertising, communication, and digital design. I love crafting innovative, user-centric visual solutions that make a difference. My expertise includes Graphic Design, Identity Development, Packaging, UI/UX Design, and web development, which empowers me to deliver impactful creative strategies across both digital and print media.

I thrive in fast-paced environments that inspire me to push my creative boundaries while staying up-to-date with the latest design trends. What truly drives me is the intersection of design and technology and I enjoy collaborating with teams to bring ideas to life. My commitment to user research allows me to create designs that not only fulfill client objectives but also enhance user experiences and drive engagement.

SKILLS

DESIGN SOFTWARE: • Adobe Creative Suite [Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Dreamweaver, Adobe XD, Adobe Flash, Adobe Premiere, Adobe After Effects, Adobe Acrobat Reader, Adobe Lightroom & Adobe Animate] • Corel Draw • 3ds Max • Figma • Sketch • Canva • MS Office Suite [Word, Excel & PowerPoint]

WEB DEVELOPMENT: • HTML & CSS • JavaScript & jQuery

DESIGN SKILLS: • Graphic Design • Grid & Layout • Typography • Color Theory • UI/UX Design • Brand Development • Web Design & Usability • Digital & Print Media • Print Production • Interface Design • Event Branding • Brand Identity • Packaging Design • Lead and Develop Creative Concept • Logo creation • Marketing • Print Design • Adaptability • Attention to Detail • Time Management • Coordination

OTHER SKILLS: • Collaboration & Teamwork • Project Management • Creative Process Tracking • Problem solving • Adherence to Brand Guidelines • Prioritize Tasks • Stay updated on industry trends • Teamwork • Brand management

PROFESSIONAL EXPERIENCE

SENIOR GRAPHIC DESIGNER

BANGALORE, IN | 22 SEP 2022 - PRESENT

Boston IT Solutions India Pvt. Ltd

- Lead exciting design projects across digital and print formats, ensuring everything we create reflects our brand and meets our clients' needs.
- Develop engaging visual strategies that not only enhance our brand identity but also improve the overall user experience, helping us achieve our marketing goals.
- Work closely with diverse teams, including marketing, product and sales, to craft cohesive and compelling visual content that resonates with our audience.
- Juggle multiple design projects at once, managing timelines and resources to deliver high-quality work on time, every time.
- Connect with clients to truly understand their vision, presenting creative concepts and integrating their feedback to achieve the best results.
- Support and mentor junior designers, sharing your expertise to help them grow and foster a positive, collaborative team atmosphere.
- Stay curious about industry trends and new design technologies, using insights to inspire your creative choices and keep our work fresh.
- I leverage my advanced skills in tools like Adobe Creative Suite and Figma to craft visually stunning graphics and layouts that leave a lasting impression.

ART DIRECTOR

BANGALORE, IN | 06 DEC 2021 - 16 SEP 2022

Ozone Inc.

- **Creative Direction:** Lead and manage the creative direction for digital and print media, ensuring brand consistency across all visual design elements and advertising campaigns.
- **User Research & Testing:** Conduct comprehensive user research and usability testing to gather insights that inform design decisions, enhancing overall user experience and client satisfaction.
- **Prototyping & Design:** Develop wireframes, prototypes, and high-fidelity mockups using tools like Adobe XD, Figma and Sketch, creating intuitive user interfaces for web and mobile applications.
- **Cross-Functional Collaboration:** Collaborate with cross-functional teams-including marketing, product development and content strategy-to define user requirements and align design with business objectives.
- **User-Centered Design:** Utilize user-centered design principles to craft seamless interactions that elevate brand identity, while managing multiple projects within timelines and budgets.
- **Design Oversight & Quality Assurance:** Oversee the end-to-end design and production process, ensuring all visual assets meet brand guidelines and adhere to design standards.
- **Mentorship & Leadership:** Mentor and provide artistic guidance to junior designers, fostering a collaborative environment that encourages innovation and creative problem-solving.
- **Stakeholder Communication:** Present design concepts and rationales to stakeholders, effectively communicating design choices and their impact on user experience and overall brand strategy.

CREATIVE SUPERVISOR

Bangalore, IN | 17 MAR 2020 - 26 NOV 2021

Spotlight Marketing Pvt. Ltd

- Lead and manage a creative team to deliver high-quality designs across digital, print and multimedia platforms, ensuring alignment with brand vision.
- Collaborate with cross-functional teams, including marketing and product development, to translate business objectives into impactful creative solutions.
- Oversee the creation of branding materials and marketing collateral, ensuring brand consistency across all deliverables.
- Provide creative direction and guidance to designers and copywriters, fostering a culture of innovation and high performance.
- Manage multiple projects simultaneously, using project management skills to meet deadlines & stay within budget.
- Review and approve final designs to ensure alignment with quality standards and client expectations.
- Stay informed of industry trends and emerging technologies to enhance creative output and maintain a competitive edge.
- Coordinate with external vendors and agencies for the production of print and digital assets, ensuring seamless project delivery.

GRAPHIC DESIGNER

BANGALORE, IN | 05 JULY 2017 - 28 FEB 2020

Shobiz Experiential Communications Pvt. Ltd

- Create brand-aligned visual content for digital and print, including logos, brochures, social media graphics, and web designs.
- Collaborate with marketing, product teams and other departments to deliver cohesive and impactful designs.
- Develop and refine brand identity elements such as typography, color schemes, and layouts to enhance brand consistency.
- Use Adobe Creative Suite (Photoshop, Illustrator, InDesign) to design engaging web graphics, email templates, and marketing materials.
- Design responsive layouts for websites, enhancing user interaction and visual appeal across platforms.
- Manage multiple projects with strong project management skills, ensuring timely delivery and adherence to brand guidelines.
- Optimize graphic assets for web, social media, and print, ensuring fast load times and high-quality output.
- Stay updated with design trends, integrating modern techniques into designs while maintaining visual storytelling and engagement.

GRAPHIC DESIGNER

BANGALORE, IN | 25 JULY 2016 - 25 JUNE 2017

Acme Experience Marketing Pvt. Ltd

- Develop and execute comprehensive branding strategies for diverse clients, from initial concept to final implementation, ensuring cohesive brand identity across all channels.
- Collaborate with marketing teams to create compelling digital content and promotional materials that drive engagement and support business objectives.
- Maintain brand consistency by ensuring all design outputs adhere to brand guidelines and exceed client expectations.
- Design graphic assets for a variety of mediums, including email campaigns, digital displays, social media, environmental/wayfinding signage, PowerPoint presentations, corporate reports, intranet content, websites and more.
- Lead collaborative design discussions with senior leadership and marketing teams to ensure the final creative reflects the intended messaging and business goals.
- Stay up-to-date with industry trends and apply best practices to deliver innovative, forward-thinking designs that keep the brand fresh.
- Manage daily graphic design requests, including creating illustrations, email graphics, social media visuals, blog headers, and marketing materials such as sell sheets and infographics.
- Deliver high-quality, on-brand designs under tight deadlines, ensuring accuracy and attention to detail.
- Edit and optimize digital and print files as needed, maintaining consistency and alignment with brand standards.

EDUCATION & PROFESSIONAL DEVELOPMENT

ADVANCED UI/UX Design

2021

Aspira, Bangalore

Bachelor Program in Business Administration (BPBA) - Marketing Management

2012 - 2015

Norwich Institute of Management Studies (N.I.M.S)

Advanced Multimedia Animation & MAYA

2004 - 2007

APTECH Arena Multimedia, Calicut

Diploma in Information Technology - Computer Programming

2002 - 2003

Bharath Education Foundation, Calicut

M S OFFICE

2001 - 2002

Kerala Sarvodaya Sangh, Calicut

Plus Two - Higher Secondary

2001 - 2002

Open School - Calicut University

SSLC

2001

JDT Islam Higher Secondary School

RECOGNITIONS

Guinness World Record

Microsoft APP DEVELOPMENT Event | Microsoft Office, Bangalore, Karnataka, India

LANGUAGES

English ▪ Malayalam ▪ Tamil ▪ Hindi