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### **Summary**

My priority is designing practical solutions that feel helpful and easy to use. I break down complex challenges into simple, practical solutions. Eager to collaborate and contribute to innovative projects.

## **Experience**

#### **Digital Graphic Designer:** Slumberzone NZ

Jan 2024 - Present (Freelance Contract)

#### Responsibilities

- Assist with graphic design projects, including creating visual assets and layouts for various platforms.
- Design and implement website updates, including creating and updating banners, adding new products, and managing monthly content changes.

#### **Digital Graphic Designer :** Slumberzone NZ

May 2020 - Jan 2024, New Zealand, Auckland

#### Demonstrated expertise in

- Designed UI/UX for an online store featuring a new mattress-in-abox product, ensuring a seamless and engaging user experience.
- Designed UI/UX designs for a luxury bedding e-commerce platform, focusing on aesthetic appeal and usability.
- Design for a retailer's portal to streamline the online ordering process for retail stores.
- Creative strategy for developing brand identity and print media.

#### Digital Designer: Integrityl Digital (formally Guru Digital)

May 2018 - Feb 2020, New Zealand, Thames

#### Demonstrated expertise in

- Partnered with clients, including various regional councils and government organizations in New Zealand, focusing on web UI/UX design to enhance usability and visual appeal.
- Developed brand identities for various clients, ensuring alignment with their vision and goals.

### **Graphic Designer:** Vertibrand - Xuber Business Solutions

Apr 2016 - Feb 2017 India, Bangalore

## Demonstrated expertise in

- UI/UX design for a startup cosmetic company, focusing on creating a user-centric website to showcase their products and enhance customer engagement.
- Conceptualised and executed creative marketing materials to support brand initiatives and campaigns for an automotive performance parts manufacturer, ensuring alignment with their brand identity.
- Redesigned the brand identity for a luxury leather goods company, elevating their logo and visual elements, which led to increased

## **Graphic Designer:** FocusFox Media LLP

Mar 2014 - Feb 2016 India, Cochin

## Demonstrated expertise in

- Responsible for designing intuitive and user-focused website and app UIs to enhance user experience and align with client objectives. Designed advertisement banners and posters to effectively
- support marketing campaigns and promote brand identity, ensuring

## **Graphic Designer:** DeNovo Mediate

Jul 2012 - Sep 2013 India, Trivandrum

## Demonstrated expertise in

 Responsible for designing advertisement banners and posters for print media, including magazines and newspaper ads, ensuring visually appealing and impactful designs aligned with brand

## **Education**

#### **Graduate Diploma of Creative Technologies** (interactive design)

2017 - 2018

Media Design School, Auckland, New Zealand

#### **B.A of Animation and Graphic Design**

2009 - 2012

Mahatma Gandhi University, Kerala, India

#### **B.Sc. Computer Science**

2006 - 2009

University of Kerala. Kerala. India

## **Certifications**



#### **Google UX Design Professional Certificate**

Jan 2025



#### **IBM Enterprise Design** Thinking Co-Creator

Nov 2024



#### **IBM Enterprise Design Thinking Practitioner**

Feb 2024

# **Design Skills**

## UI/UX

- Visual Design
- Responsive Design
- Contextual Research Experience Mapping
- Information Architecture
- Storyboarding
- Human Factors Wireframing
- Usability Testing
- Rapid Prototyping
- **Strategic Skills** 
  - Creative Direction Branding + Identity

# **Technical Skills**

**Design Tools Expertise** 

- Figma XD
- Adobe CS(Illustrator, Photoshop, InDesign)

## Creative Strategy

**Design Thinking** 

MIro

FigJam

#### **Prototyping Front-End Basics**

Figma

Marvel

- HTML, CSS, JavaScript
  - **Basics**
  - Responsive Design Principles
  - Design-to-Development Handoff