Nikhil Muraleedharan
Digital Graphic Designer

NM

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Location: Flat Bush, Auckland

Portfolio website: **www.mnikhil.com**   Behance: **behance.net/mnikhil**   Linkedin: **linkedin.com/in/nikhilm6**

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 : Initial Money Ltd
Nov 2024 - Present (Remote casual contract) Auckland, New Zealand.
Responsibilities
- Managing Websites and content updates.
- Designing digital marketing creatives.
- Print media design.

Digital Graphic Designer : Slumberzone NZ
Jan 2024 - Present (Remote casual contract) Auckland, New Zealand.
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, Auckland, New Zealand.
Demonstrated expertise in
- Designed UI/UX for an online store featuring a new mattress-in-a-box 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

Digital Designer : Integrity1 Digital (formally Guru Digital)
May 2018 - Feb 2020, Thames, New Zealand.
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 Bangalore, India.
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

Graphic Designer : FocusFox Media LLP
Mar 2014 - Feb 2016 Cochin, India.
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,

Graphic Designer : DeNovo Mediate
Jul 2012 - Sep 2013 Trivandrum, India.
Demonstrated expertise in
- Responsible for designing advertisement banners and posters for print media, including magazines and newspaper ads, ensuring visually appealing and impactful designs

Education

Graduate Diploma of Creative Technologies, Interactive design (UX)
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
- Creative Strategy
- Advanced Prompt Engineering
- Generative AI Fluency

Technical Skills

Design Tools Expertise
- Figma
- Affinity Studio
- Adobe CS(Illustrator, Photoshop, InDesign, After effects, Premiere Pro)

Design Thinking
- Miro
- FigJam

Prototyping
- Figma
- Marvel

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