

SUMMARY

Creative Web Designer with 5 years of web and graphic design experience. Adept at building clean, visually appealing websites and layouts that align with customer instructions and company creative standards. Proven track record in optimizing design elements to enhance marketing efforts and brand visibility. Seeking to leverage my design and technical skills in a Web Designer role to deliver high-quality creative solutions while collaborating effectively with stakeholders.

SKILLS

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| ● Wireframing & Prototyping | ● Creativity & Visual Design |
| ● Information Architecture | ● Usability Testing |
| ● Image Selection & Optimization | ● UI & UX Design |
| ● Responsive design | ● Content Management System |
| ● Design Thinking & User Research | ● Graphic Design & Visual Branding |
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PROFESSIONAL EXPERIENCE

Web Designer - Wisdomleaf Technologies, Bangalore (December 2022- Current)(2.2 Years)

Website Themes Design:

- Designed 100+ theme templates for the 15+ Medical specialties and Hospitals.

Website Mockup Design:

- Designed creative, clean websites based on customer submissions, utilizing Adobe Photoshop and Figma specializing in Medical & Doctor Websites.

UI/UX Design:

- Redesigned the company website with the latest UI trends to improve user engagement and experience.
- Designed landing pages for the various features of the product GENAMET.
- Designed AI-powered CV-JD Match and Resume Builder Web App.
- Redesigned Job search and Job listing pages of the Job Search Portal Web app to improve the first-time experience and engagement.

Image Selection & Editing:

- Exercised sound judgment in selecting & Editing appropriate images from digital libraries to align with marketing and business branding.

Layout & Responsive Design:

- Prepared layouts following customer instructions, ensuring adherence to company creative standards and guidelines.

UI Development:

- Developed UI with responsiveness across the devices and SEO friendly using HTML, CSS & Bootstrap.

Web Content Management:

- Managed clients' website content whenever they needed updates by creating new sections on the existing pages, adding new pages, and updating the content.

Graphic Designer - Risva Technologies, Bangalore (September 2019-December 2022)(3 Years)

Creative Design:

- Developed visually appealing graphics and layouts for web and print materials, maintaining brand consistency and supporting marketing objectives.

- Designed Social Media Posts, YouTube thumbnails, FB Ads Banner, YouTube ads banners, and other printable & non-printable poster design materials.

Collaboration:

- Worked closely with the digital marketing team to ensure that all design elements aligned with the strategies, enhancing the effectiveness of marketing campaigns.
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EDUCATION

1. BE - Mechanical Engineering, Thanthai Periyar Govt Inst of Technology, Vellore- September 2020
 2. HSC, John Britto Hr Sec School, Denkanikotta- March 2015
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CERTIFICATIONS

- HTML - Edureka
 - CSS - Edureka
 - Content Marketing, SEO - Hubspot
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TOOLS & SOFTWARES

- Adobe Photoshop
 - CMS (WordPress, Umbraco)
 - Figma
 - Canva
 - HTML 5
 - CSS 3
 - Bootstrap
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LANGUAGES

- English
 - Tamil
 - Kannada
 - Telugu
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