

Bharathraj

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Profile

Designer with 2 years of experience in UI/UX and graphic design, specializing in creating user-centered digital experiences and compelling visual identities. Proficient in designing intuitive web and mobile interfaces, as well as impactful branding across digital and print media. A collaborative professional focused on delivering high-quality, consistent designs that enhance user engagement and brand presence.



Work Experience

Jun 2023 - Present - Guindy

UI/UX Designer

Couldmarvels.Pvt.Ltd

- Designed and developed user-friendly interfaces for web and mobile applications, resulting in significantly improved user engagement.
- Conducted user research and usability testing, which led to noticeable enhancements in user satisfaction.
- Created wireframes, prototypes, and mockups using tools like Sketch, Figma, and Adobe XD, ensuring a smooth and intuitive user experience.
- Collaborated with cross-functional teams, including developers and product managers, to implement design solutions that effectively aligned with business goals.
- Improved the visual design of existing interfaces, reducing user errors and enhancing overall usability.
- Developed and maintained design systems to ensure visual and functional consistency across multiple projects and platforms.

Oct 2022 - Jun 2023 - Nandanam

Graphic Designer

RR Donnelley

- Developed creative and visually compelling designs for various digital and print media, effectively capturing the brand's identity.



Work Experience

- Collaborated closely with clients and marketing teams to translate business goals into innovative design solutions that resonated with target audiences.
- Created brand identities, including logos, color schemes, and typography, ensuring consistent visual representation across all platforms.
- Managed multiple design projects simultaneously, delivering high-quality work within tight deadline and ensuring client satisfaction.
- Designed marketing materials such as brochures, banners, and social media graphics, contributing to increased brand visibility and engagement.
- Utilized industry-standard tools like Adobe Creative Suite to produce polished and professional designs that met or exceeded client expectations.



Education

2018 - 2021 - Chennai

Bachelor of Visual Communication

Bharath Institute of Higher Education and Research

2021 - 2022 -Chennai

UI/UX & Web Designing

Image Creative Education



Techinal Skills

- Adobe Creative Suite (Photoshop, Illustrator, InDesign) | Adobe XD | Sketch | Figma
- HTML 5 | CSS 3



Areas Of Expertise

Typography | Color Theory | Wireframing & Prototyping | User Research & Usability Testing | Branding & Visual Identity | Interaction Design | Responsive Web Design | Design Systems