



Alence Abhinay Gopaldas

UX & Graphic Designer

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SUMMARY

4 years of experience in UX Designing with a passion for crafting intuitive user experiences in medium complexity purchases and marketplace environments. I have experience collaborating within existing business and UX teams, as well as creating prototypes and synthesizing user feedback. My skillset consists of Figma and Adobe XD, which allow me to create customer-centric solutions that meet the needs of a dynamic organization.

KEY SKILLS

- Designing • Front-end programming • User Experience • User Interface • Graphic Designing
- Prototyping • Wireframing • Illustration • 3D & 2D Animation • Design Analysis • Website Design • JavaScript • WordPress

TECHNICAL SKILLS

Tools/Languages: Figma, Adobe XD, WordPress, Adobe Illustrator, Adobe Photoshop, HTML, CSS, and JavaScript
MS Word, MS project, MS Excel

EDUCATION

Post Graduate Diploma in Web Development

Conestoga College [May '23 – Dec '23] Ontario,

CN

Bachelor of Engineering

GRIET [Jun '16 - Oct '20]

Telangana, IN

- Secured 77%

PROFESSIONAL EXPERIENCE

UX Designer

SRAK Prestek Pvt Ltd (Freelancing) [Jan '21 - Present]

Hyderabad, IN

- Collaborated with the design team to create visually appealing branding concept designs for various clients using Figma. • Assisted in the design and layout of 10+ product packaging projects, ensuring brand consistency and achieving a 20% improvement in visual impact.
- Created engaging graphics and layouts for 15+ online retailers, resulting in a 25% increase in product visibility and customer appeal, leading to a 10% boost in online sales.
- Conducted thorough photo retouching and editing on images, enhancing visual quality by 30% and maintaining brand standards.
- Contributed to the creation of marketing materials, including brochures and advertisements, to promote client products, resulting in a 15% increase in client product awareness and sales.

- Prepared files for online platforms and print, ensuring accurate and high-quality deliverables.

UX Designer

Capgemini [Mar 2021 – Feb 2023]

Hyderabad, IN

- Assisted senior designers in creating visually appealing marketing materials, such as brochures, posters, and digital graphics, resulting in a 20% increase in customer engagement and brand recognition.
- Demonstrated a strong understanding of brand guidelines, ensuring consistency in design across 15+ projects and receiving positive feedback from clients on brand representation.
- Collaborated with cross-functional teams, effectively gathering project requirements and delivering designs that met or exceeded client expectations, resulting in a 95% client satisfaction rate.
- Actively participated in brainstorming sessions, providing creative input that contributed to innovative design solutions and improved overall design process efficiency.
- Adapted quickly to changing priorities and successfully managed multiple projects simultaneously, meeting all deadlines and achieving a 10% improvement in project delivery time.
- Designed and created user flows, wireframes, and prototypes.
- Created a style guide to maintain consistency throughout the project.

Key Responsibilities as a freelancer

- I have developed creative materials for internal and external communication channels, including visuals, illustrations, videos, and other media.
- Executed tasks related to graphic and video aspects, ensuring high-quality content production.
- It provided essential support for graphical and multimedia needs aligned with the firm's communication strategy.
- Managed projects from conception to post-production, overseeing video shoots, animated elements, infographics, brochures, and more.
- It ensured conformity with the firm's graphic charter, maintaining visual consistency across all communication media.
- Contributed to the development of new graphics and design, enhancing brand identity.
- Successfully created, implemented, and monitored various digital and multimedia projects.
- Played a crucial role in producing and publishing multimedia content, aligning with organizational goals.

ADDITIONAL INFORMATION

- Working with Multiple start-up companies as a **Freelancer** | Jan '19 - Present
- **Languages:** English (native), Hindi, Telugu.