# Preetha Murthy

*Visual Designer | UI/UX Designer*

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📍 Bengaluru, Karnataka, India

## SKILLS

Prototyping

Wireframing

Usability Testing

Social Media Design

Illustartion

Print Media

Photo Manipulation

## LINKS

in LinkedIn

Bē Portfolio

## TOOLS

Ai Adobe Illustrator

Ps Adobe Photoshop

Id Adobe Indesign

Xd Adobe XD

Figma

## LANGUAGE

English | Tamil | Kannada | Hindi

## WORK EXPERIENCE

### Visual Designer

*Pichkaari Design Studio Pvt Ltd (Aug. 2022 - Present)*

- **Collaborate with developers and design teams** to create user-centric solutions. **Develop prototypes, conduct user testing, and optimize user experience.**

- **Spearheaded the redesign** of Bulkmein's e-commerce platform, resulting in **enhanced user engagement and strengthened brand identity.**

- **Conceptualized and designed 6+ websites** for various industries such as medical, industrial packaging, sports, and the service industry.

- **Led a cross-functional creative team to deliver 50+ brand-consistent assets** for senior care brand AGEasy by Antara, **demonstrating design expertise and project management skills.**

- **Create and manage social media creatives** for various brands, including Allstate India, Chasing Tails, Womaste, AGEasy Antara, Toothsi, Paragon and Summit Consulting, fostering brand awareness and engagement.

- Design eye-catching social media creatives and printable promotions merging creativity with purpose for maximum impact.

### Graphic Designer

*Firmingle (2020)*

- **Designed captivating social media creatives** and **elevated brand presence** for an investment platform.

*Creative Geeks (2020)*

- Transformed and enhanced photos for the online edition of Chitra Santhe, a College Art Festival, showcasing my expertise in editing, and color correction.

## EDUCATION

### Bachelor of Visual Arts

*College Of Fine Arts Karnataka Chitrakala Parishath*

### Pre-University

*Bishop Cotton Girls' School*

### High School

*New Horizon Public School*