

# Arjun Aadhith BS

Chennai, India

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## Summary

UI/UX and Visual Designer with hands-on experience in designing digital assets for multi-channel marketing campaigns, landing pages, email templates, social media creatives, and website interfaces. Skilled in wireframing, user experience optimization, A/B testing concepts, and custom CSS styling. Experienced in creating static and dynamic banners, onsite creatives, and print collateral aligned with brand identity and marketing strategy.

## Education

**Bachelor of Engineering (B.E.) – Computer Science and Engineering - CGPA : 8.2 / 10** November 2022 - May 2026  
Karpaga Vinayaga College of Engineering and Technology Chengalpattu, India

**Higher Secondary Education – Computer Science - Grade : 82.6 / 100** June 2021 – May 2022  
Shanthi Nikethan Matric Higher Secondary School Perambalur, India

## Skills

**Design Tools:** Figma, Adobe Photoshop, Adobe Illustrator, Canva

**UI/UX & Visual Design:** UI Design, UX Design, Visual Design, Graphic Design, Wireframing, Prototyping, Responsive Design, Interaction Design, Usability Principles, Information Architecture, A/B Testing (Design-Level), User Engagement Optimization

**Web & Technical:** HTML5, CSS3 (Custom Styling), JavaScript, ReactJS, Cross-Browser Compatibility

**Creative Skills:** Blender (3D Modeling), Unreal Engine, Video Editing (DaVinci Resolve, Premiere Pro), Motion Graphics (After Effects)

## Professional Experience

**UI/UX & Visual Designer Intern** July 2025 – Dec 2025  
ZOHO Corporation Chennai, India

- Delivered 50+ digital design projects including website creatives, marketing visuals, blog banners, email creatives, and promotional assets.
- Designed multi-channel campaign assets aligned with brand guidelines.
- Created static and dynamic banners for digital marketing campaigns.
- Assisted in improving user experience through structured design thinking and usability-focused layouts.
- Designed landing page layouts and email templates with strong visual hierarchy and brand consistency.
- Collaborated with developers to ensure proper implementation using custom CSS styling.

**Full Stack Development Intern** Feb 2025 – May 2025  
Unified Mentor Chennai, India

- Designed responsive UI components and user-friendly interfaces for web applications.
- Assisted in frontend optimization for improved user engagement.
- Worked on client-side design improvements and UX enhancements.

## Projects

**E-Commerce Website – Frontend Design** March 2024 - April 2024

- Designed responsive website interface with modern UI/UX principles.
- Created interactive product cards, filters, and optimized layouts to improve user engagement.
- Developed landing page structure using HTML, CSS, and custom styling.

**Anna University Stucor – Modern UI/UX Redesign** Nov 2024 - Feb 2025

- Designed wireframes and high-fidelity UI prototypes.
- Focused on UX optimization, accessibility, and mobile responsiveness.
- Improved navigation structure and usability for academic users.

## Certifications

- UI/UX – Great Learning
- Building ChatGPT Messenger – Next.js
- Immersive Experience Design – AR/VR/XR Workshop