BALA VEERRAJU MATTA

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About me

A passionate and versatile professional currently pursuing a BTech degree in Computer Science and Design. Experienced in content creation, social media marketing, and UI/UX design, with a keen interest in software design. Currently interning at Pixeltest, a startup company, focusing on content creation about blockchain technology. Also working on a real-time project in social media marketing. As a photographer and graphic designer, I bring a creative and analytical approach to every project.

Education

SRKR Engineering College	Bhimavaram, AP
• Bachelor's degree in Computer Science and Design (B.Tech) : CGPA : 8.1	Oct 2022 - Apr 2026
Tirumala Junior College	Katheru, AP
• MPC , Intermediate : CGPA : 9.3	July 2020 - Apr 2022
Sri Chaitanya Techno School	Rajahmundry, AP
• SSC : CGPA : 10	Jul 2019 - Apr 2020

Skills

- Product/UI/UX/Interaction Design
- Prototyping
- Communication
- Design Systems
- Tools Expertise: Photoshop, Canva, After effects, Premiere Pro Sketch, Figma, XD
- Basic HTML & CSS

Experience

Intern,
Pixeltests, May 2024 – Present
- Created engaging blog posts and social media updates focused on Blockchain Technology.
- Researched AI trends to improve content strategy.
- Collaborated with marketing and design teams to ensure brand consistency.
- Applied research insights to refine content strategies.

Graphic Designer,
MCR Web Solutions, March 2024 – Present
- Designed marketing materials like banners, flyers, and logos for Bhimavaram Online and Campus Online.
- Used Adobe Photoshop and Canva to create visually engaging designs.
- Enhanced the visual identity and user experience of the Campus Online e-commerce website.
- Developed various print and digital assets including menus, business cards, and posters.

Projects

UI/UX Design for SRKR College Website
- Developed user-friendly content to improve engagement and navigation on the SRKR College website.
- Conducted research to understand user needs and enhance website functionality and design.
- Worked with cross-functional teams to ensure design consistency with brand guidelines.
- Enhanced the overall user experience by aligning design elements with user feedback.

UI/UX App Interface Design for Bhimavaram Online (E-Commerce App)
- Designed an intuitive interface to make the shopping experience easy and engaging.
- Enhanced product pages to effectively showcase items and drive sales.
- Simplified the checkout process to increase conversion rates and reduce cart abandonment.
- Improved usability to create a more enjoyable and efficient shopping experience.

Certifications

- Programming Essential for C Language (2022)
- Short-term Intern on CRM Tool & Digital Marketing (2023)
- UI/UX Designing at Purplane Institute (2024)

Internships

- Summer Internship on Digital Marketing - IIDT Blackbucks   May 2024 - July 2024
- Content Creation at Pixeltest (Startup company)   April 2024 - Oct 2024

Accomplishments

- "Led promotional efforts as Team Lead for the Sigma event at SRKR, spearheading photo and video capture, as well as designing captivating banner edits for enhanced engagement and promotion."