



# GEERTHIKA LAKSHMANAN

UI/UX Designer

[www.geerthika.com](http://www.geerthika.com)

[LinkedIn](#)

P: +91 9095232109, +91 8248272742

Tamilnadu 630301, India

[argeerthi14@gmail.com](mailto:argeerthi14@gmail.com)

## EDUCATION

2022

UI/UX Design, Designboat Bootcamp,  
Bangalore, India

2015-2020

B.Arch, Department of Architecture,  
Anna University, Chennai, India

## SKILLS

### Software

Figma

Sketch

Invision

SketchUp 3D

Adobe XD

Adobe Photoshop

Adobe Illustrator

Adobe Indesign

### Design

Design System

User flow

Web/Mobile Design

Wireframing

UI Design

Prototype

Pitch Deck Branding

Marketing Design

### Programming

HTML

CSS

Bootstrap

JavaScript

## LANGUAGES

English, Tamil, Hindi

## ABOUT

A blend of UI/UX and Architecture. I love working at the intersection of creativity and User Centered Design. My knowledge of coding helped me to have better control of design and be aware of the implementation measures behind my design solutions. Also, improved my communication with teams.

## EXPERIENCE

### User Experience Designer (June 2022 - Present)

Redd Experience Design, Bangalore - B2C Worked on the crypto web projects, prepared moodboards for DEX of Persistence One. In charge of Persistence One's marketing collateral deliverables, including the pitch deck, BNB Deck, and PStake. Prepared design moodboards and final products, UI interface, research and study. I contributed to the task of redesigning the marketing collaterals for the brand Persistence One, which is a Dubai-based company.

### UI UX Designer (June 2021 - April 2022)

Freelance Designer B2B - Worked on UI products, with design system, user flow, competitive analysis, research, wireframe, prototype and branding. Collaboration with startups in Design Branding, Logo, Event Posters, Concept art, Colour theory, Social media management. (Collaboration: Lacasa Studio, Kanoji Design studio, Design Partners, Chui Huay Lim Teochew Cuisine, Singapore, Black Architects )

### Junior Designer (Jan 2020 - Oct 2021)

HCP design Planning & Management pvt.ltd, Ahmedabad - Worked on the project of 'Central Vista Redevelopment of India, Delhi'. Involved in Indian government presentation deliverables.

### Internship (June 2018 - March 2019)

SR+A Architects, Mumbai - Architecture Internship