

Praveen Raj

Creative Designer

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[LinkedIn](#) [Behance](#) [Portfolio](#)

Professional Summary

Highly capable Senior Creative Designer with 3+ years of hands-on design experience gained through a combination of professional employment and structured project leadership. Proven ability to deliver intuitive UI/UX, visual design, and brand identity solutions for web, mobile, and print platforms. Skilled in cross-functional collaboration, design strategy, and user-centered design. Driven to create engaging digital experiences and high-quality visual assets that successfully drive user engagement and business growth.

Professional Experience

Creative Design Lead, Yucel Hub, Coimbatore | May 2025 - Present

- Design and deliver comprehensive UI/UX, branding, packaging, print, and social media assets.
- Collaborate with cross-functional teams to create cohesive digital and brand experiences.

Relevant Design Experience

(Experience gained parallel to academics, demonstrating early leadership and practical execution.)

Chief Designer, IPS Tech Community, Coimbatore | Feb 2024 – Apr 2024

- Served as Chief Designer for multiple high-profile hackathons, PYEXPO'24, PYEXPO'25, SIH Thiruvizha, and Deepracer '25.
- Spearheaded and executed the complete UI/UX design for digital platforms, event branding, and promotional assets for all hackathons. Managed and mentored a team of designers to ensure design consistency and a unified brand experience across all events.

UX/UI Designer, KGXperience, Coimbatore | Jun 2024 – Nov 2024

- Delivered end-to-end UI/UX solutions for web and mobile applications.
- Collaborated with developers to ensure seamless implementation.

UX/UI Intern, Course Khoj, Remote | Feb 2023 – Jun 2023

- Developed high-fidelity wireframes and prototypes.
- Conducted usability tests and iterated designs based on user feedback.

Notable Projects

1. U&I (Nature Skincare Brand): Designed logo, brand identity, packaging, and web UI, enhancing brand recognition and consistency.
2. Alaimagal Restaurant UI/UX: Delivered end-to-end web and mobile UX/UI design, improving online engagement and user experience.
3. Fitness Workout App UI: Designed an AI-powered app with posture tracking and HIIT-based workouts.
4. Mental Health App UI: Developed a stress-relief app with guided exercises and psychiatrist contact features.
5. Event Branding (PYEXPO'25, SIH Thiruvizha, Deepracer '25): Designed the complete visual and physical identity, including the logo, UI, presentation themes, and all print/physical assets (stage backdrops, selfie booths, flex banners, ID cards, and custom apparel/hoodies).

Core Skills

- Design & UX : UI/UX Design, Wireframing, Prototyping, Design Systems, User Research, Usability Testing, Accessibility
- Visual & Branding: Branding, Logo Design, Packaging Design, Typography, Color Theory, Print & Digital Assets
- Tools & Software : Figma, Adobe XD, Photoshop, Illustrator, Framer AI, Trello, Notion, Orta
- Methodology : Cross-functional Collaboration, Agile, Design Thinking, Problem-Solving

Education

B.Tech in AI & DS KGISL Institute of Technology, Coimbatore