

# NEERAJ KUMAR

+49-15213505913 | [Email](#) | [Portfolio](#) | Berlin, Germany

## SUMMARY:

A multidisciplinary designer with expertise in branding, graphics, UI and UX design, I aim to create meaningful work at the intersection of design, strategy, and technology.

## EXPERIENCE:

### Product & Brand Design Intern - Brain Alive | June 2023 - Sep 2023

- Developed a cohesive visual identity for Brain Alive AI, including logo design and a comprehensive style guide to ensure consistent branding.
- Created the product website, boosting digital visibility and effectively communicating the platform's capabilities and features.
- Collaborated with developers, project managers, and marketing teams to ensure consistent project delivery and boost user engagement.

### UI/UX Design Intern - Nueflo | Aug 2022 - Nov 2022

- Assisted in developing a SaaS product, conducting user research, and improving iterations through surveys and usability testing.
- Created wire-frames, mock-ups, and prototypes using Figma and Adobe Photoshop, adhering to design principles and best practices.
- Presented design concepts and user journey maps to stakeholders, incorporating feedback to refine and optimize the final product.
- Boosted client retention rates by 40% by enhancing UI design elements.

### UI/UX Design Intern - Yellowchalk Studio | July 2021 - Oct 2021

- Collaborated with multidisciplinary teams to create intuitive designs for mobile and online applications, ensuring harmony with client objectives and user requirements.
- Analyzed user behavior and interaction data to identify pain points and opportunities for improvement.
- Involved in the development of distinctive design systems and style guides across a numerous projects.

## PROJECTS:

### [\[Link\]](#) Sage VR Application - Master's Thesis

- Revolutionized India's spiritual landscape for youth by integrating AI-guided meditation, immersive scripture study, and AR/VR experiences, bridging cultural heritage with modern technology.

### [\[Link\]](#) Zenify Mobile Application

- An innovative app utilizing personalized biofeedback to enhance meditation practices and deepen self-connection for busy modern individuals.

### [\[Link\]](#) Moda Muse Mobile Application

- Vogue Voyage Revolutionizes Fashion with Real-Time Trend Analysis and Ethical Data Analytic.
- Researched and designed a phone application that leverages real-time social media and online shopping data to provide actionable insights, bridging the gap in trend analysis.

## SKILLS:

Problem solving, UI/UX Design, Wire-framing, Branding, Prototyping, Conceptualization, Design Thinking, Graphic Design, 3d Modeling, 3D Animation, Team Collaboration

## SOFTWARES:

Figma, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Blender 3D, Microsoft Power Point, Microsoft Word

## EDUCATION:

MA Visual and Experience Design - UE Innovation Hub Potsdam | Sep 2023 - Aug 2024 | Berlin, Germany

Bachelor's Transportation and Mobility Design - UPES | July 2018 - May 2022 | Dehradun, India

## Language:

German - Beginner | English - Fluent