

# ABINASH VB

## UI/UX Designer



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<https://www.behance.net/abinashvb>

### SKILLS

- User Interface (UI) Design
- User Experience (UX) Design
- Graphic designing product
- designing Wireframing and Prototyping
- Interaction Design
- Information Architecture
- Usability Testing

### TOOLS

- Figma
- Adobe Photoshop
- Adobe Illustator
- Adobe XD
- Canva
- Adobe Premiere pro
- Adobe After Effects

### LANGUAGE

- English
- Tamil

### PROFILE

Enthusiastic and creative UI/UX Designer with a solid foundation in user-centered design principles and a passion for delivering intuitive, responsive, and visually engaging digital experiences. Skilled in wireframing, prototyping, and visual design using Figma, Adobe XD, Photoshop, and Illustrator. Knowledgeable in user research, usability testing, accessibility standards (WCAG), and design systems. Adept at responsive and mobile-first design with a strong understanding of interaction design and visual hierarchy. A quick learner with excellent problem-solving and collaboration skills, eager to contribute innovative ideas, apply academic project experience, and grow as a professional designer in a dynamic environment.

### PROJECT EXPERIENCE

#### Sparki Graphic & Branding Design :

Designed a striking product label for SPARKI's strawberry cold-pressed juice. This project involved crafting a refreshing and visually vibrant aesthetic using 3D fruit visuals, dynamic splash effects, and appealing modern typography. The design balances brand identity with consumer engagement, integrating the FSSAI vegetarian mark and a "Cold Pressed" badge for authenticity. Focused on delivering a clean and market-ready look tailored to health-conscious consumers..

### Education

Bachelor of Engineering

2021-2024

(Electronics and Communication Engineering) IFET College of Engineering

### UI UX & Graphic Design Portfolio

2025

Pumo Technovation

<https://www.behance.net/gallery/224719259/Flavour-Hut>  
[www.linkedin.com/in/abinash-vb-7226b4344](https://www.linkedin.com/in/abinash-vb-7226b4344)