

SHRIRAM KUMARAN R

UI/UX DEVELOPER | GRAPHIC DESIGNER | FRONTEND DEVELOPER

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PROFESSIONAL SUMMARY

Creative and detail-oriented Graphic Designer with a strong background in UI/UX, branding, and user-centered design. Skilled in creating user-friendly interfaces, wireframes, prototypes, and visual storytelling using Figma, Photoshop, Illustrator, and After Effects. Proven ability to collaborate closely with developers and marketing teams to improve user experience and visual engagement. Passionate about applying design thinking principles and delivering high-impact visuals that align with brand identity and modern trends. Open to relocation and eager to contribute creativity, problem-solving abilities, and teamwork.

SKILLS

UI/UX & Web Design : **Figma & Photoshop (Wireframing, Prototyping), User-Centered Design, Typography, Responsive Web Design, Website Redesign & Interaction Design**

Graphic Design & Motion : **Adobe Photoshop, Adobe Illustrator, After Effects, Canva, Branding, Posters, Logo Design, Layout Design Social Media Promotions & Video Editing**

Web Technologies : **HTML5, CSS3, JavaScript (ES6+) React.js, Git, GitHub, Responsive Design (Flexbox, Grid)**

Soft Skills : **Creativity, Adaptability, Collaboration, Task Prioritization, Communication, Attention to Detail**

EDUCATION

Master of Computer Applications ANNA UNIVERSITY, CEG, Chennai	2021 - 2023
Bachelor of Computer Applications SRM INSTITUTE OF SCIENCE AND TECHNOLOGY, Chennai	2018 - 2021

CERTIFICATIONS

Full Stack Web Development with Java and React.js 2024

- Certified in Full Stack Web Development specialized in scalable back-end solutions using Java and responsive front-end design with React.js. Acquired advanced knowledge of frameworks and tools, aligning with industry standards.
- Skills : HTML5, CSS3, JavaScript (ES6+), React.js, Responsive Design (Flexbox, Grid), Web Technologies, Java, MySQL, Node.js, Webpack, npm, Git, APIs, DOM UI Testing Tools, and converting mocks to functional designs.

EXPERIENCE & PROJECTS

Freelance Graphic & Web Designer

Annalam Construction & Promoters Company (2022 – Present)

- Led a full-scale website redesign project improving user navigation and brand presence.
- Produced promotional videos for renovation projects, increasing engagement across social media platforms.
- Delivered branded visual content aligned with construction and renovation aesthetics.

Freelance Logo & Brand Identity Designer

Academic & Creative Organizations (2021 – 2023)

- Designed logos for university council groups, eSports, and sports teams, ensuring symbolic alignment and unique visual identity.
- Created event posters and promotional videos for short films and cultural events.
- Specialized in tailoring design styles for different audiences, ranging from formal academic branding to youth-focused entertainment campaigns.

Student Data Management and Retrieval System Web Application

- Engineered a scalable student data management web Application using the MERN stack (MongoDB, Express.js, React.js, NodeJS) to handle 10,000+ records efficiently.
- Integrated advanced filtering, search, and query functionalities, using Rest APIs and reducing data retrieval time by 70%, enabling administrators to retrieve specific data instantly for accreditation. Ensured compatibility and scalability by adhering to industry trends and participating in code reviews and incorporating during development.
- Streamlined assessment processes by generating reports and analytics in under 30 seconds, down from 2 minutes.

Responsive Portfolio Website

- Designed a responsive portfolio website using React.js, Tailwind CSS, and Framer Motion, ensuring 100% compatibility across mobile, tablet, and desktop devices.
- Collaborated with peers to integrate 20+ unique animations and interactive UI/UX design components, demonstrating expertise in front-end development and design principles.
- Utilized Framer Motion to craft polished animations and seamless transitions, enhancing visual appeal and improving navigation efficiency by 40%.