

Gayathri Dinesh

Dynamic and innovative professional with 4+ years of invaluable hands-on experience in handling several creative design projects, UI/UX design, graphic design, web design, and visual conceptualization. Equipped with the ability to escalate brand awareness, Identify Opportunities and overcome objections by utilizing the skills gained from the Bachelor of Design degree in Fashion Communication from one of the most renowned design institutions in India.

Work Experience

Design Manager April 2021 - Present

Company : Vymo | URL: www.getvymo.com

In April 2021 was promoted as a Design Manager. I am currently managing a team of creative heads working on design, illustration, videography, animation, web development, and web design.

- Closely working with the product team on enhancing the mobile and web experience of the product. Played an active role in the UI/UX projects
- Training, Growth and Management of the creative team and equipping them for corporate communication design
- Establish and manage graphic design business that aims to assist the company in brand development
- Spearhead visual identity including brand positioning, brand guidelines, promotions, and digital marketing

Senior Graphic Designer / UI/UX Apr 2020 - Apr 2021

Company : Vymo | URL: www.getvymo.com

In April 2020 was promoted to Senior Graphic Designer. During the same year worked closely with the product team in developing mobile and web screens.

- Contributed to enhancing the features of the existing product and overall revamp of the interface
- Develop creative layouts for catalogs, documents, posters, Decks, one-pagers, news releases, advertisements, and other communication collaterals while ensuring maximum brand awareness of target audience and market
- Maintaining an updated Repository of all the digital content for future use and easy accessibility
- Leveraging website rebranding exercise to enhance lead flow and ensure profitability and lead growth.
- Nominated for the **Best Performer Award** during that year. Was one among the 7 nominations from over 300+ employees

Graphic Designer Aug 2018 - Apr 2020

Company : Vymo | URL: www.getvymo.com

Started as a Graphic designer at Vymo in Aug 2018.

- Won the **Rising Rockstar award** in April 2018
- Worked with teams like Growth, Marketing, HR, Hiring, Product, etc and delivered all their creative requirements.
- Started working with print media, event coordination, infographics and booth setup as well.
- Later during the same year managed Graphic Designing along with animation and video editing.

Intern Graphic Designer (Mar 2018 - Aug 2018)

Completed 18 weeks internship as a graphic designer in Byond Travel, Bangalore. Managed with the Social media creatives, other documents, decks, and customer goodies revamp and recreation.

Intern Graphic Designer (Sep 2017 - Nov 2017)

Completed an 8-week internship as a part of the academic curriculum with Elanic services. In my potential as a graphic designer helped them with the daily social posts, video editing, and product shoots

Intern Jewellery Designer (June 2017 - July 2017)

Interned as a Jewellery Designer at Sunny Diamond., Kerala. Helped the company with the sketch work, style, and implementation of their new collection "Portmanteau Reminisense"

Educational Qualification

- Currently enrolled in Interactive Media Management program at Sheridan College, Canada

Sep 2021 - Apr 2022

- Bachelor of Design (B DES) in Fashion Communication from National Institute of Fashion Technology – Kannur, Kerala, India

Mar 2014 - Mar 2018 with **7.7 point (77%)**

- Completed Higher Secondary, state board from St. Joseph’s Anglo-Indian Girls' Higher Secondary School - Calicut, Kerala, India

Completed in March 2012 with **95.9%**

- Completed Secondary School, state board from St. Joseph’s Anglo-Indian Girls' Higher Secondary School - Calicut, Kerala, India

Completed in March 2011 with **91.7%**

Technical Skills

ADOBE SUITE	<div><div></div></div>
ADOBE ILLUSTRATOR	<div><div></div></div>
ADOBE PHOTOSHOP	<div><div></div></div>
ADOBE AFTER EFFECTS	<div><div></div></div>
ADOBE PREMIER PRO	<div><div></div></div>
ADOBE INDESIGN	<div><div></div></div>
ADOBE FLASH	<div><div></div></div>
ADOBE LIGHT ROOM	<div><div></div></div>
COREL DRAW	<div><div></div></div>
3Ds MAX	<div><div></div></div>
SKETCH	<div><div></div></div>
FIGMA	<div><div></div></div>
INVISION	<div><div></div></div>
HTML & CSS	<div><div></div></div>

Language known



Hobbies

- Painting
- Clay modelling
- Illustrating
- Badminton
- Photography
- Gardening
- Space Designing
- Music
- Installations