

# SANTHOSH KRISHNAN SELVAN

Visual & Experience Designer

## Contact

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## About me

I'm Santhosh Krishnan Selvan, currently based in Berlin, Germany. With over three years of professional experience, I have developed a strong foundation in design, continually driven by my passion for creating compelling and user-centered experiences. My objective is to work in a challenging environment which helps me to enhance my knowledge and my technical skills to contribute for the growth of the organization and also achieve high growth in my personal career.

## Education

- UE, Germany**  
**Master of Arts (M.A)**  
Visual & Experience Design  
2021 - Present
- UPES, India**  
**Bachelor of Design (B.Des)**  
Transportation Design  
2017 - 2021

## Software

- Figma
- Photoshop
- Adobe XD
- Illustrator
- Indesign

## Skills

- Visual Design
- Prototyping
- Wireframing
- User Centric Design
- Problem Solving
- Conceptualization

## Experience

- Gambet, BrainAlive AI, Furverse & Be Wild** **2023 - 2024**  
Freelance - Visual & Experience Designer
  - Gambet:** As a Product Designer for Gambet, a Web 3-based raffle gaming platform, I led a team of graphic designers, motion graphic artists, and developers. I managed everything from logo creation and branding to wireframes and the final website, ensuring cohesive and visually appealing designs aligned with the platform's innovative gaming experience.
  - BrainAlive AI:** At BrainAlive AI, a platform merging neuroscience, computer vision, and NLP, I created the visual identity and digital presence, including logos, a style guide, and the product website. I addressed design challenges related to blockchain-secured and anonymized data sharing by ensuring an intuitive, privacy-compliant user interface.
  - Furverse:** Working on the game UI for Furverse, a metaverse gaming platform, expanded my perspective on immersive technology. I integrated innovative UI elements to enhance the virtual user experience, requiring creativity and adaptability in the rapidly changing metaverse landscape.
  - Be Wild:** At Be Wild, I focused on packaging design for their forest-friendly food products. I created sustainable, aesthetically appealing packaging to resonate with eco-conscious consumers and highlight the brand's values and unique selling points.
- ITH Technologies Pvt.Ltd** **2021 - 2023**  
UI/UX Designer & Visualisation Artist
  - Recruin:** As the lead designer for Recruin, a Web 3-based ATS and talent acquisition platform, I managed the entire product lifecycle for a year. I conducted comprehensive research, developed a design system, and created a brand book. I designed the candidate portal, covering market research, user research, site mapping, information architecture, wireframes, final UI, and mobile responsiveness. For the ATS, I collaborated with developers to ensure a flawless UX. Additionally, I created the website for both products and led the graphics and motion graphics teams for international event branding.

## Internships

### The Market Hut

Graphic Designer - 2 months

### BuzzMentr

Graphic Designer - 3 months

### Ajna Lens

Design Strategist - 3 months

### Learnsville

Graphic Designer - 3 months

### Sukuto

Graphic Designer - 2 months

### Rateon

Graphic Designer - 3 months

### Blitzjobs

Graphic Designer - 3 months

## Language

English

German (A2)

Hindi

Tamil

- Ballers:** On the Ballers project, a Web 3-based gaming platform featuring Ballers City, I was responsible for creating the logos and brand guidelines. My involvement included participating in discussions and providing input at the Dubai Yacht Club, which informed my development of the highly advanced website and game from scratch. I collaborated with experienced developers to integrate my designs into the product. This project required in-depth UX design and engaging UI elements, including illustrations, GIFs, and interaction effects, achieved through strong communication. The entire website was built in under a month.
- BizThon:** For BizThon, an event in the Web 3 metaspaces akin to a hackathon, I designed the entire portal, website, and branding, making it the face of TDeFi. This comprehensive approach ensured the event's digital presence was cohesive and engaging.
- Events:** I led the design team for several international events, including the Future Blockchain Summit-GITEX Dubai 2021 and 2022, Davos, and AIBC. I was responsible for the communication and design for these events, ensuring all incubated projects were effectively presented. This role involved regular coordination with clients, team members, and vendors for branding and stand building. I also designed the event maps. Handling events globally and representing the brand in Dubai for two consecutive years provided me with invaluable exposure and experience.
- Other Projects:** Throughout my journey in ITH Technologies, I worked on numerous additional projects, such as Infotech Hub (the parent company of ITH, TDeFi, Tradedog, TDMM, TDVC, etc.). I collaborated with in-house designers, product managers, and developers to develop their products, ensuring each project met high standards of design and functionality.

## Achievements and Interests

### Painting:

- National Award Winner:** Received a prestigious national award for painting, with my artwork showcased in an esteemed art gallery in New Delhi.
- National Topper:** Achieved a perfect score (100%) in Painting in 2017, recognized as the national topper of India.

### Sports:

- Certifications and Medals:** Accumulated over 100 certifications and medals across various sports including football, athletics, yoga, swimming, marathons, chess, and skating.
- State Records:** Set state records in multiple disciplines, demonstrating a versatile and competitive sporting spirit.

### Professional Experience Highlights

- Leadership:** Appointed as lead for several projects throughout my career, guiding teams and ensuring successful project completion.
- Diverse Skill Set:** Worked beyond the core of UI/UX design, involving myself in branding, product pitches, decks, product branding, and storyboarding for motion graphics.
- International Collaboration:** Engaged with international clients and projects, enhancing my ability to manage diverse and global design needs.
- Event Management:** Led event management efforts, including coordination with vendors and handling international events, showcasing strong organizational skills.
- Award Recognition:** Honored with the Best Performer of the Year award in 2022, acknowledging my exceptional contributions and dedication to my work.