VINOTH KUMAR L

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SUMMARY

Creative and detail-oriented Visual Designer with freelance experience in crafting business brochures, logos, and e-commerce designs using Photoshop, Illustrator, Canva, and PowerPoint. Basic knowledge of Adobe InDesign. Strong understanding of layout, color theory, and typography. Adept at creating designs that are both functional and visually impactful, ensuring brand consistency and user engagement.

SKILLS

- **UI/UX & Graphic Design:** Figma, Adobe Illustrator, Photoshop, Canva
- **Front-end :** HTML, CSS
- **Microsoft Office Suite:** Excel, Word, PowerPoint
- **SOFT SKILLS :** Communication, Teamwork, Problem Solving, Time Management

EXPERIENCE

UI/UX Designer Intern

Traditional Groceries (Startup) | Feb 2021 – Aug 2022

- Designed and developed website layouts to enhance user experience.
- Created wireframes, prototypes, and UI components using Figma/Adobe XD.

Freelance UI/UX Designer

Apr 2024 – Jun 2024

- Designed a user-friendly e-commerce website with intuitive navigation and responsive design.
- Created high-fidelity UI mockups and prototypes using Figma, Illustrator, and Photoshop.

Freelance Graphic Designer

Dec 2024 – June 2025

- Designed business brochures and company logos for small businesses using Adobe Illustrator and Photoshop.
- Created visually engaging PowerPoint presentations for branding and marketing.

PROJECTS

1. Business Brochure for Water Treatment Company- FREELANCING   PROJECT URL : Click Here

- Designed a professional business brochure to showcase water treatment solutions using Adobe Illustrator, Photoshop, and Canva. Created visually appealing layouts, branding elements, and marketing content to enhance engagement and communication.

2.UI/UX Design for E-commerce Website - INTERN   PROJECT URL : Click Here

- Designed a user-friendly grocery shopping website, creating wireframes and high-fidelity UI using Figma, Adobe Illustrator, and Photoshop. Developed an intuitive layout with a responsive design to enhance user experience and accessibility.

3.UI/UX Design for E-commerce Website - FREELANCING   PROJECT URL : Click Here

- Designed and developed a user-friendly UI/UX for an e-commerce website using Figma, Adobe Photoshop, and Adobe Illustrator. Created visually appealing and intuitive interfaces to enhance user experience and engagement. Conducted user research and prototyping to optimize design for seamless navigation and conversions.

EDUCATION

Bachelor of Technology in Information Technology (2020-2024) Prathyusha Engineering College	**8.1 CGPA**
HSC (2019-2020) St. Mary's Martic Boys Hr Sec School	**68.8%**
SSLC (2017-2018) St. Mary's Martic Boys Hr Sec School	**78%**

CERTIFICATIONS

- UI/UX Design Course - Besant Technologies
- UI/UX Design Certification - UDEMY
- HTML AND CSS - UDEMY
- Adobe Illustrator & Photoshop (Self-Taught Proficiency)