

# AWANISH VERMA

## UI UX / Graphic / Web Designer

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📍 Bengaluru

## SUMMARY

Passionate UX designer with a strong commitment to user engagement and product excellence. Proven potential to increase conversions by 15-25% through innovative web UI and touchdown page designs. Experience in developing complete logo indicators to ensure some consistent brand identity. Exceptional collaboration and communication skills to work with stakeholders and engineering groups. Proactive and detail-oriented, with a robust foundation in visual/interface design and UI layout. Enthusiastically contributing to the employer's mission and benefits.

## EXPERIENCE

### Graphic Designer

#### Skanda Graphics

📅 09/2015 - 12/2017 📍 Bengaluru

- Improved project quality and timeliness by maintaining communication with clients and teams, resulting in a 15% decrease in project turnaround time.
- Maintained communication with clients and teams for design projects, ensuring a consistent look and feel for 50 designs and printed materials.
- Achieved 20% improvement in project quality and timeliness by maintaining communication with clients and teams, by consistently ensuring the look and feel for all designs and printed materials.

### Graphic Designer & UI UX Designer

#### i2i TeleSolutions & Telemedicine Pvt. Ltd.,

📅 04/2018 - 10/2023 📍 Bengaluru

- Elevated user engagement by 15% through the strategic redesign of the Academy of Dental Excellence website's UI, demonstrating a substantial impact on the platform's effectiveness.
- Crafted and launched a high-converting product landing page, driving a significant 25% increase in user conversions and delivering a pivotal contribution to project success.
- Empowered the marketing team through the creation of compelling social media posts and collaterals for 50 diverse campaigns using Adobe Creative Suite, significantly amplifying the impact and effectiveness of each campaign.
- Engaged in a collaborative effort with both development and testing teams to elevate the quality of three distinct products, resulting in a substantial enhancement of overall product excellence.
- Established a cohesive brand identity across all platforms by meticulously crafting and implementing comprehensive brand guidelines for the company, resulting in a tangible and impactful unification of the brand presence.

### Graphic Designer & UI UX Designer

#### Freelancer

📅 12/2017 - Present 📍 Remote

- Redesigned the logo and website for a matrimonial website, boosting membership by 25% in the first month.
- Produced brochures, business cards, and websites using Adobe InDesign, Photoshop, HTML, and CSS.
- Implemented UI/UX improvements and wireframing with Adobe XD.

## PROJECTS

### XpertOnline (A doctor-to-doctor-to-patient consultation App)

📅 08/2022 - Present 📍 Bengaluru

#### UI UX Design

- Led UI/UX design for XpertOnline, optimizing the app for doctor-to-doctor and doctor-to-patient consultations. Ensured a secure, user-friendly experience for seamless healthcare interactions by increasing revenue by 5%.
- Enhanced communication channels by streamlining information flow. Designed an organized interface for healthcare providers to access patient data efficiently, incorporating user feedback for continuous improvement.
- Prioritized patient experience with user-friendly features like appointment scheduling and secure messaging. Created a visually appealing design to build trust and foster positive healthcare interactions on the XpertOnline platform.
- Access the case study here: [XpertOnline: A Doctor-to-Doctor-to-Patient Telemedicine App UX Case Study](#).

# PROJECTS

## Academy of Dental Excellence

📅 08/2019 - Present    📍 Bengaluru

Web Design

- Applied a user-centric approach to enhance the Academy of Dental Excellence website. Improved navigation and accessibility for dentists, incorporating iterative design based on user feedback. Assisted in creating full-fledged functioning educational website for dentists.
- Created a dynamic and responsive course interface with multimedia elements. Ensured seamless user experience across devices for engaging and effective learning.
- Aligned website UI with the Academy's brand, maintaining a cohesive visual identity. Implemented a modular design system for scalability and adherence to the latest UI/UX standards.
- Please view the website here: <https://dentalexcellence.academy/prelogin/index.html>.

# EDUCATION

## Program in Graphic, Web & 2D Animation




Maya Academy of Advanced Cinematics

📅 08/2013 - 09/2015

# SKILLS

Figma	Adobe Photoshop	Adobe Illustrator	Adobe XD	Adobe After Effects	Adobe Premiere Pro		
Axure RP	Sketch	Affinity Photo	InVision	Storyboards	User Research	UI/UX Design	
User Personas	User Research	User Journeys	User Stories	User Testing	Canva	Photo Editing	
Typography	Wireframes	Prototype	Responsive Website Design		Mockups	Mobile Apps	
Motion Graphic	Graphic Design	Ad Design	Animation	Design System	Usability Testing	HTML5	
CSS3	JavaScript	Front-End	Node	Hotjar	Agile	Scrum	Artificial Intelligence
Market Analysis	MS Office	Squarespace	Wordpress	iOS	Android		

# ACHIEVEMENTS

 <b>Elevated User Engagement</b> Increased user engagement by 15% through strategic UI redesign of Academy of Dental Excellence website.	 <b>High-Converting Product Landing Page</b> Achieved a significant 25% increase in user conversions by launching a high-converting product landing page.
 <b>Cohesive Brand Identity</b> Established cohesive brand identity across all platforms by implementing comprehensive brand guidelines for the company.	