

# Awanish Verma

UI UX / GRAPHIC / WEB DESIGNER

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Bengaluru

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## SUMMARY

Creative and results-driven Web Designer with over 5 years of experience specializing in creating impactful marketing websites and enhancing user engagement for tech startups. Proven track record in developing compelling visual designs that improve conversions and brand visibility. Excellent collaborator known for working effectively with cross-functional teams to deliver high-quality web design projects. Eager to bring innovative design solutions to a dynamic team focused on crafting world-class websites.

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## EXPERIENCE

12/2017 – 04/2018

10/2013 – Present

### **Freelance Graphic Designer & UI UX Designer (Remote)**

- Spearheaded the UI/UX redesign of a matrimonial website using Figma, resulting in a 25% boost in membership within the first month.
- Created over 100+ marketing materials including brochures, business cards, and websites with a focus on enhancing brand identity and online presence using Adobe Creative Suite, HTML, and CSS.
- Led UI/UX enhancements for 5+ projects, improving user satisfaction by 20% through a user-centered design approach.

04/2018 – 10/2023

### **Graphic Designer, Web Designer & UI UX Designer, i2i TeleSolutions & Telemedicine Pvt. Ltd., Bengaluru**

- Executed a comprehensive redesign of the Academy of Dental Excellence website, applying user-centered design principles that increased user engagement by 15%.
- Designed a high-converting landing page that led to a 25% uplift in conversions, showcasing expertise in Figma and SEO strategies.
- Collaborated with marketing teams to produce social media content and collaterals for 50+ campaigns, enhancing campaign engagement by 30%.

09/2015 – 12/2017

**Graphic Designer, Skanda Graphics, Bengaluru**

- Played a key role in reducing project turnaround time by 15% through efficient weekly client and team coordination.
  - Ensured brand consistency across 50+ client projects by integrating user feedback into design iterations, promoting continuous improvement.
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## PROJECTS

08/2022 – Present

XpertOnline, *UI UX Design*

Pioneered the UI/UX design for a healthcare app, facilitating improved doctor-patient interactions and reducing information retrieval times by 25%.

08/2019 – 07/2021

Academy of Dental Excellence, *Web Design*

Revitalized web UI, achieving a 15% reduction in load times and a 20% boost in user engagement through strategic design enhancements.

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## EDUCATION

08/2013 – 09/2015

**Program in Graphic Web & 2D Animation,** Maya Academy of Advanced Cinematics

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## SKILLS

UI/UX Design, Adobe Creative Suite, Figma, HTML, CSS, JavaScript, React, Tailwind CSS, Prototyping, Wireframing, Responsive Web Design, User Research, Visual Design, Interface Design, User-Centered Design Principles, Effective remote collaboration, Clear project communication

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## ACHIEVEMENTS

- Enhanced user engagement by up to 25% through strategic UI/UX redesigns.
- Consistently improved project quality and brand consistency across numerous campaigns.