

AWANISH VERMA

UI UX / Graphic / Web Designer

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SUMMARY

Experienced UX designer dedicated to optimizing user engagement and product quality. Proven track record of increasing conversions by 15-25% through innovative web UI and landing page designs. Skilled in developing cohesive logo identities for brand consistency. Strong collaborator with excellent communication skills, adept at working with stakeholders and engineering teams. Detail-oriented with a robust background in visual/interface design. Enthusiastic contributor to employer objectives.

EXPERIENCE

Graphic Designer

Bengaluru

Skanda Graphics

09/2015 - 12/2017

- 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

Bengaluru

i2i TeleSolutions & Telemedicine Pvt. Ltd.,

04/2018 - 10/2023

- 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

Remote

Freelancer

12/2017 - 04/2018

- Redesigned the logo and website for a matrimonial website, boosting membership by 25% in the first month. 10/2023 - Present
- Produced brochures, business cards, and websites using Adobe InDesign, Photoshop, HTML, and CSS.
- Implemented UI/UX improvements and wireframing with Adobe XD and Figma.

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%.
- Streamlined communication channels, designing an efficient interface for healthcare providers to access patient data, resulting in a 25% reduction in information retrieval time.
- 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](#).

Academy of Dental Excellence

08/2019 - 07/2021

Bengaluru

Web Design

- Enhanced the Academy of Dental Excellence website with a user-centric approach, achieving a 15% load time reduction. Improved navigation and accessibility based on user feedback, while assisting in creating a fully functional educational website.
- Created a dynamic, responsive course interface with multimedia, ensuring seamless user experience across devices, leading to a 20% increase in completion rates.
- 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, Sketch, Storyboards, User Research, UI/UX Design, Product Roadmap, User Persona, User Research, User Journeys, User Testing, User Interface Design, Canva, Photo Editing, Typography, Wireframes, Prototype, Responsive Web Design, Mockups, Mobile Apps, Google Slides, Powerpoint, Graphic Design, Dreamweaver, Design System, Design Thinking, Usability Testing, HTML5, CSS3, JavaScript, Front-End, Node, Github, Agile, Scrum, MS Office, Squarespace, Framer, Wordpress, Team Player, Attention to detail

ACHIEVEMENTS

Elevated User Engagement

Increased user engagement by 15% through strategic UI redesign of Academy of Dental Excellence website.

High-Converting Product Landing Page

Achieved a significant 25% increase in user conversions by launching a high-converting product landing page.

Cohesive Brand Identity

Established cohesive brand identity across all platforms by implementing comprehensive brand guidelines for the company.