

# GANESH

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## DESIGNER

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## PROFILE

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Creative and empathetic Graphic & UI/UX Designer with expertise in visual storytelling and user-centered design. Skilled at building strong brand identities and intuitive digital experiences by blending aesthetics with functionality. Proven ability to simplify complex ideas into impactful visuals and seamless interfaces that improve usability, strengthen brand presence, and support business goals.

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## SKILL & EXPERTISE

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### GRAPHIC DESIGN

Creates bold, clean, and purposeful graphic visuals across various mediums. Designs impactful assets, including logos, branding materials, and social media content. Translates complex ideas into clear, engaging designs that resonate with target audiences.

### UI DESIGN

Designs user interfaces for optimal ease of use and navigation. Develops hi-fi and lo-fi mockups and prototypes. Applies visual hierarchy, typography, and color theory to create compelling interfaces. Creates scalable design patterns for dynamic content and maintains brand consistency

### UX DESIGN

Designs intuitive, user-centered experiences using recognized UX patterns. Conducts user research to identify needs and pain points. Defines clear user flows and information architecture, translating complex ideas into logical page structures. Communicates design concepts effectively via wireframes, prototypes, and presentations. Leads redesigns to enhance usability and satisfaction

### WEB DESIGN

Designs captivating 3D interactive websites by applying core UI/UX principles. Integrates 3D models and animations using tools like Blender and After Effects to enhance web experiences

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## TOOLKIT

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### UI/UX

Figma , Rive , Webflow , Framer, Plasmic

### GRAPHIC & ANIMATION

Adobe Photoshop , Adobe Illustrator , Adobe InDesign , After Effects , Adobe Premiere Pro, Adobe Dimension, Blender

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## EXPERIENCE

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### Designer at CodeExplorer Technical Club RVITM.

Played a pivotal role in enhancing the club's visual identity and outreach through impactful design solutions

## CERTIFICATIONS

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1. THE COMPLETE FULL-STACK WEB DEVELOPMENT BOOTCAMP | **UDEMY | Dr. Angela Yu**
2. COMPLETE WEB & MOBILE DESIGNER : UI/UX, FIGMA +MORE | **UDEMY | ZTM**

## EDUCATION

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### RV INSTITUTE OF TECHNOLOGY MANAGEMENT, BANGALORE

MASTER OF COMPUTER APPLICATION

## CONTACT

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