



SELVAKUMAR E

UX UI Designer / Sr Graphic Designer
Chennai, India

CONTACT

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- [Profile in LinkedIn](#)
- [Portfolio in Behance](#)
- [Website](#)

SKILLS

User Research, User Strategy,
Wireframing, User Testing,
Prototyping, UI Design, Responsive
Web Design.

SOFTWARE



EDUCATION

BSc. Vis com, Madras University,
Chennai, Tamil Nadu Jun 2010 - Apr 2013

Advanced UX UI Design Program,
Aspira Design, Chennai,

As a highly creative senior graphic designer with over **11+ years** of experience, I have a proven track record in creating and implementing design solutions across diverse industries, including broadcasting giants like **Sun TV**, **Moon TV**, and **Doordarshan**, as well as prominent digital platforms such as **L&T EduTech**, **Braigroom**, **Amazon**, and **Blink**. With a knack for delivering captivating visual content and leading creative teams to success, I am currently working as a freelancer.

EXPERIENCE

L&T EduTech June 2021 - March 2024

Senior Graphic designer & UI / UX designer

Key role in visual storytelling and branding for a wide range of projects and campaigns.

- Conducted user research and integrated feedback into design iterations, contributing to the UI design of a profile builder and team management dashboard
- Led the end-to-end design process for multiple high-impact marketing campaigns, resulting in 20% increase in customer engagement.
- Developed a corporate identity package, which increased brand recognition by 30%.
- Introduced fresh design concepts that led to a 15% increase in website traffic within three months.

Creative Head

Sam Analytics 2020 - 2021

- Designed campaign posters to effectively convey key messages and resonate with target audiences.
- Monitored campaign performance, adjusting creative strategies as necessary to optimize engagement and impact.

Image Editor

Amazon 2019 - 2020

Utilized advanced image editing techniques, including masking, adjustment layers, and color range adjustments, to enhance e-commerce product images.

Team Leader, Graphic Designer & Video Editor

Braigroom 2016 - 2019

Set the conceptual and stylistic direction for the design team, offering continuous guidance and input during all stages of the creative process.

Video Editor, Political Campaign

SUN Group Jan 2016 - Aug 2016

Led a team of graphic designers and video editors, overseeing project planning, execution, and delivery.

News Video Editor

DD Podhigai 2013 - 2016

Edited and produced news video content for broadcast across multiple platforms, including television, websites, and social media channels.