

N Srikanth

Visual Designer

Hello, I am a Visual designer with 4 years of experience who loves to craft big ideas and is passionate about designing meaningful experiences that can influence positive change and help make the world a better place.

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Work experience

Visual Designer

Hippo Video, Aug 2023 - Present

As a Visual Designer at Hippo Video, a dynamic video customer experience (CX) platform, I worked closely under the Product Marketing Management (PMM) team, focusing on creative and strategic design solutions:

- Led the end-to-end design of Hippo Video's homepage, integrating a clean design to enhance user experience and functionality. Crafted engaging designs and illustrations for feature pages including 'Hippo AI', 'AI Script Generator', and 'AI Avatar Video Generator' and all the pages in videos for personas.
- Managed design focusing on visually compelling content that enhances online engagement for LinkedIn posts and campaigns, notably for 'Video Selling Bootcamp'.
- Created compelling blog covers, capturing the essence of topics like 'Generative AI in Sales' and 'Atlassian's Acquisition of Loom'.
- Produced motion graphics for promo and launch videos, notably the 'AI Avatars' feature, showcasing advanced design and storytelling skills.

Visual Designer

Facilio, Dec 2020 - April 2022

- Designed the homepage of Facilio (2021-22) from the scratch, the hero banner with dashboard illustration, the icons and product screens in homepage working closely with product managers, content marketers and developers.
- Ideated and designed the cover for State of Property Operations & Maintenance Software E-book and the marketing collaterals for different marketing platforms for the same.
- Standardized workflow by designing multiple reusable templates for case studies, speaker cards for webinars, cover for blog series called 5 questions with and blog covers for various blogs, E-mail signature for marketing and sales.
- Designed video templates for socials, re-designed poll for social media and animated it.

Associate Designer

The Alien - Jun 2019 – Nov 2020

Designed end-to-end experience for products on mobile & web platforms. Worked on branding and Stationery design projects for different clients, Product photography and styling for Zoopit.

Internships

Harley Davidson, Hyderabad, India

Jun 2018 – Jul 2018

Designed brochures and posts for Harley Owner's Group (HOG). Photography and Art direction for Battle of the Kings 2018 for Hyderabad chapter.

Rillusion Media Private Ltd, Chennai

Dec 2018 – Apr 2019

Worked on branding for Hotel Saravana Bhavan, designed collaterals such as in store wall graphics, flyers, banners, business cards etc.

Facilio, Chennai

Dec 2020 – Feb 2021

Designed Illustrations for 404 empty state in product, designed CTA buttons for the Blog section on the website, hero banner for webinar page and multiple print collaterals for events.

Education & Learning

Bachelor of Design

(NIFT, Chennai) 2015 - 2019

B.Des in Fashion Communication from
National Institute of Fashion Technology

Freelance

Art Direction, photography & styling

Apart from my passion for Visual Design, I have a knack for Art Direction as I can design sets, photograph and style. I have worked for brands like Drippin Moncky, Alternate India, Harley Davidson Hyderabad and Roj leathers.

Skills

Vector & 3D Illustrations, Branding, Iconography, Micro - Interactions, Wireframing, Prototyping, Product Thinking, User research, (Product) UI/UX.

Proficient in (Adobe Suite - Illustrator, Photoshop, Lightroom, After effects) Sketch, Figma, Spline 3D