



# LAKSHME ANANTHARAM

LEAD UX DESIGNER

+91 7353511268  
lakshme.des@gmail.com  
<https://lakshme-a.com/>  
Bangalore, India

Bē behance/lakshmea

instagram/the.visual.art\_ist

in linkedin/lakshmea

## Work Experience

**Lead UX Designer**, at WizKlub Learning

July 2020 - Present

- Leading a team of visual designers while individually contributing in collaboration with our key stakeholders to envision, define, document and seek visual design experiences.
- Understand & incorporate the organization's brand strategy & conceptualize ideas through creative visualizations, test ideas, analyse usability, present demonstrations and synthesize feedbacks.
- While working on multiple projects in parallel, handling responsibilities for creation & delivery of all aspects of visual designs by the team.
- Redesigned the company's website with improved structure, additional features & numerous elaborated layouts to create a better user experience.
- Worked on several dashboard wireframes for users like student, instructor, admin and other internal stakeholders.
- Additionally, worked on several marketing creatives such as visual graphics, video editing, animations and 3D modeling in order to attract the target audience for business growth.

## About Me

- Mission-driven and collaborative UI/UX designer who loves tackling design challenges & provide finest solutions by leveraging creativity & team work.
- Excellent analytical and conceptual thinker who translates user needs, business objectives and technology capabilities into innovative design.

## Education



**Dec 2020 - Jun 2020**

**UI/UX Design**

Image Creative Education



**May 2019 - Nov 2019**

**Graphic Design**

Image Creative Education



**2014 - 2017**

**B.E. in ECE**

New Horizon College of Engg.

## Tools

Adobe XD



Adobe Illustrator



Adobe Photoshop



Adobe After Effects



Adobe Premiere Pro



Adobe Animate



Canva



AWS Sumerian



## My Expertise



**Wireframes & Prototypes**



**Mobile App Design**



**Marketing Creatives**



**Logo Design & Brand Identities**



**Icons & Illustrations**



**Banners & Hoardings**



**Video Editing**



**Animation**

## Coding Languages

