



Prathik Venkatesh | Visual Designer

I'm a digital experience designer who takes pixels way too seriously and life just seriously enough. I usually start off quiet – “safe mode” activated – but once I'm comfortable, I'm basically a walking brainstorm session with jokes included. I love turning messy ideas into clean, sharp experiences, mixing creativity, logic, and a little unintentional chaos to make designs people actually enjoy using.

[UI / UX portfolio](#)

[Graphic Portfolio](#)

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Experience

CEG | Web Designer

AUG 2024 – PRESENT

- Improved citizen-facing web interfaces used by 1.5M+ monthly users, reducing task friction and navigation time by ~20–30%.
- Built scalable Figma design systems cutting developer rework by ~35% and speeding delivery by 25–40%.
- Enhanced accessibility & content clarity across departments, lowering bounce rates by an estimated ~22%.

JDS Design | UX/UI Designer

FEB 2024 – AUG 2024

- Designed key flows for grocery & real-estate apps, improving user task completion by 20–28%.
- Created modular UI systems reducing design inconsistencies by 40–50% and boosting prototyping speed by ~30%.
- Optimized search & filtering for real-estate users, enabling 2× faster property discovery.

Creodo | Graphic Designer

Freelance

- Produced IG campaigns achieving 35–60% higher reach and 20–40% more engagement.
- Strengthened brand identity with consistent visual systems, driving stable follower growth.
- Designed mobile-optimized creatives aligned with 70–80% mobile-first audience behaviour.

Independent | Video Editor

Freelance

- Created short-form videos with 2–3× higher retention using optimized pacing & hooks.
- Delivered edits boosting impression growth and platform visibility across IG & YouTube.
- Achieved 25–40% higher completion rates through storytelling-focused editing.

Education

Karnataka Chitrakala Parishath

2020 – 2024

Bachelor of Visual Arts (Applied Arts)

Certificate

IDFx Institute

2024

Certificate for students who completed the User Experience(UX) course

IDFx Institute

2024

Certificate for students who completed the Design Thinking course

Skills

Design Tools

Figma · Sketch · Adobe Creative Clouds · User research · Affinity diagram · User flow · Journey mapping · Wire-framing

Skills

User Research · Usability Testing · Journey Mapping · Personas · Storyboarding · Affinity Diagrams · Information Architecture