PRAVEEN KUMAR KK

GRAPHIC DESIGNER

PROFESSIONAL SUMMARY

Creative and detail-oriented **Graphic Designer** with **3 years and 8 months** of experience in **branding, UI/UX design, and digital marketing**. Skilled in **Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, and Filmora.** Proven ability to **strengthen brand identity, enhance user engagement, and drive business growth** through innovative design solutions. Adept at **problem-solving, project management, and collaboration** with cross-functional teams.

PROFESSIONAL EXPERIENCE

Graphic Designer - UI/UX Designer

Univedge Technologies | Coimbatore | June 2022 – Present

- Developed **branding materials** (logos, brochures, business cards), boosting **client recognition by 75%**.
- Designed **social media ads, flyers, posters, and product packaging,** increasing marketing engagement by **75%.**
- Created **UI/UX wireframes and prototypes** for websites and mobile applications, optimizing user experience.
- Partnered with developers to ensure **pixel-perfect designs,** improving design to development efficiency by **30%.**
- Managed **multiple projects simultaneously**, delivering **100% on-time completion.**

Junior Graphic Designer

Elysium Group of Companies | Madurai | March 2021 – May 2022

- Assisted in **marketing campaigns,** contributing to a **15% increase in conversion rates.**
- Edited and enhanced **e-commerce product images,** improving visual appeal and engagement.
- Participated in **brainstorming sessions,** enhancing creative output and campaign effectiveness.

EDUCATION

Bachelor's Degree in Electrical & Electronics Engineering (B.E. - EEE)
SRG Engineering College | Namakkal
2017 - 2021 | 75.5%

PROJECTS & ACHIEVEMENTS

- Designed a **website UI/UX**, increasing **user retention** by **70%**.
- Led a **branding project for a startup,** driving a **55% increase in sales.**
- Created **product packaging, social media ads, logo designs, and presentations**, enhancing **brand identity and marketing impact.**
- **Featured on [Design Blog/Website]** for outstanding creative work.

ADDITIONAL INFORMATION

- **Languages:** Tamil (Fluent), English (Basic)
- **Availability:** Open to **relocation and on-site work**

CONTACT

- Sivganga, Tamilnadu
- 8270756275
- praveendesigner29@gmail.com
- **Portfolio**
- **LinkedIn**
- **Behance**
- **Dribbble**

SKILLS & COMPETENCIES

Hard Skills

- **Graphic Design:** Branding, Logo Design, Print & Digital Media, Product Packaging & Label Design
- **UI/UX Design:** Wireframing, Prototyping, User Research
- **Software Proficiency:** Adobe Photoshop, Illustrator, InDesign, Figma, Filmora
- **Marketing & Branding:** Social Media Ads, Flyers, Posters, Email Marketing, Web Banners
- **Typography & Layout Design**
- **Project Management:** Agile, Jira, Trello

Soft Skills

- **Strong Collaboration** – Work effectively with Developers, Marketing Teams, and Clients
- **Creativity & Innovation** – Develop unique and engaging design solutions
- **Attention to Detail** – Ensure high quality and polished final deliverables
- **Time Management & Multitasking** Meet tight deadlines while handling multiple projects
- **Problem-Solving & Critical Thinking** Approach design challenges strategically
- **Communication & Presentation Skills** – Clearly convey ideas to stakeholders
- **Adaptability & Continuous Learning** Stay updated with design trends and technologies

Techniques

- **Color Theory**
- **Wireframing & Prototyping**
- **Typography & Layout**
- **Print & Digital Standards**
- **Ad Composition & Visual Impact**