

# PRAVEEN KUMAR KK

GRAPHIC DESIGNER



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## ABOUT ME

A passionate and creative **Graphic Designer & UI/UX Designer** with **3 years and 8 months of experience** in branding, logo design, product packaging, print materials, social media ads, and website UI templates. Skilled in Adobe Photoshop, Illustrator, Figma, Canva, and InDesign, I excel in both individual and team settings, collaborating effectively to bring creative ideas to life. I am looking to join a dynamic design team to further hone my skills and contribute to impactful design projects.

## SKILLS

- Social Media Ads
- Digital Marketing Campaign Ads
- Print Design
- Branding
- Logo Design
- Product Packaging/Label Design
- Website Template Design
- Banner Design
- Mobile App Design
- Typography
- Color Theory
- Team Management
- Infographics
- Illustration
- Presentations and Newsletters

## DESIGN TOOLS

- Adobe **Photoshop**
- Adobe **Illustrator**
- Adobe **InDesign**
- Figma
- Canva
- Filmora

## EDUCATION

Bachelor's Degree in **Electrical and Electronics Engineering** (B.E. - EEE)

SRG Engineering College, Namakkal

2017 - 2021 | 75.5%

**Government Higher Secondary School**

- Thamarakki South, Sivaganga

## EXPERIENCE

### Univedge Technologies - Coimbatore

Graphic Designer - UI/UX Designer

June 2022 Present

- Led the design and **development of client branding** projects, including logos, brand guidelines, and marketing materials, increasing **client satisfaction by 20%**.
- Collaborated with cross-functional teams (marketing, web development, content) to create cohesive designs for **digital and print media**.
- Designed and developed eye-catching **social media ads** (Facebook, Instagram, Google Ads) for clients in diverse industries, resulting in an average **30% increase** in ad engagement and conversions.
- Created engaging **social media content** that boosted engagement by **30%** across platforms.
- Produced **high-quality print materials** (brochures, posters, flyers) and ensured proper formatting for various print specifications.
- Designed **product packaging for multiple brands**, ensuring that designs adhered to brand guidelines while standing out on store shelves and online marketplaces.
- Worked on **UI/UX design** for **websites** and **mobile apps**, creating wireframes and prototypes that improved usability and customer feedback.

### Elysium Group of companies - Madurai

Graphic Designer

March 2021 - May 2022

- Assisted in **designing marketing collateral**, such as email campaigns, banners, and advertisements, which helped increase click-through rates by **15%**.
- Edited and retouched product photos for e-commerce sites and promotional materials, maintaining **high-quality visual standards**.
- Collaborated with **senior designers** and **project managers** to deliver design solutions under tight deadlines.

## PORTFOLIO

<https://praveendesigner29.github.io/portfolio/>

<https://www.behance.net/kkpkkumar>

<https://dribbble.com/kkpkkumar>