PRAVEEN KUMAR KK

Graphic Designer / UI/UX Designer

ABOUT

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. Looking to join a dynamic design team to further hone my skills and contribute to impactful design projects.

WORK 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.
- **Designed** 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.
- Created **product packaging** for multiple brands, ensuring 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.

CONTACT

- Sivganga, Tamilnadu
- +91 8270756275
- praveendesigner29@gmail.com
- Portfolio - **https://creativedesignerkk.wixsite.com/kkpndesign**
- linkedIn
- Behance
- Dribbble

SKILLS

Hard Skills:

- Typography
- Color Theory
- Social Media Ads
- Logo Design
- Branding and Identity Design
- Print Design
- Layout and Composition
- Illustration
- Infographics
- Web Design (UI/UX)
- Photo Editing and Manipulation
- Product Packaging / Label Design
- Web and App Interface Design

Soft Skills:

- Creative & Critical Thinking
- Leadership
- Problem solving
- Attention to Detail
- Adaptability

Tools:

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

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.
- Designed **presentations, infographics,** and **newsletters,** enhancing internal and external communication for clients.
- Gained hands-on experience with Adobe Creative Suite, including **Photoshop, Illustrator,** and **InDesign.**
- Assisted in creating **social media ad campaigns** for **Facebook** and **Instagram,** optimizing visuals to fit specific platform requirements and achieving higher engagement and reach.
- Designed **product packaging** for a range of consumer goods, focusing on creative, functional designs that enhanced product appeal and increased brand recognition.

Nextzen Marble Private Limited - Madurai
Social Media Ads(Freelancer)   **Aug 2021- Feb 2023**

- Developed and designed eye-catching social media ads for Nextzen Marble, boosting brand visibility and customer engagement across platforms like Facebook, Instagram, and LinkedIn.
- Created tailored ad creatives for product promotions, leading to a 20% increase in online inquiries and engagement.
- Collaborated with the marketing team to align designs with current campaigns, ensuring consistency in messaging and brand identity.
- Utilized Adobe Photoshop, Illustrator, and Canva to design visually appealing content optimized for mobile and desktop screens.

EDUCATION

- Bachelor's Degree - **BE- EEE** (2017-2021) SRG Engineering College Namakkal. **75.5%**
- Government Higher Secondary School - Thamarakki South, Sivaganga .

Languages Known

- Tamil
- English

Key Responsibilities & Achievements Keywords

- Project Management
- Client Collaboration
- Teamwork
- Cross-functional Collaboration
- Creative Briefs
- Conceptualization
- Design Strategy
- Brand Guidelines
- Content Creation
- Ad Campaigns
- Digital Assets
- Branding Strategy
- Design Strategy
- Wireframes and Mockups