S R Sriram

UX UI & Graphic Designer

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Objective

Seeking an Entry-level position as a UX/UI & Graphic design to begin my career in a junior-level professional environment, specializing in UX and Brand identity, in a forward-thinking company, doing work that is both challenging and rewarding.

Projects

KAYTEA *August 2022- September 2022*

- Developed a comprehensive brand identity that effectively conveyed the brand's personality and values through various visual elements, such as the brand name, logo, color scheme, typography, and imagery.

- Included visual elements of many creative design advertising like Standee design ,Dangler design, Billboard design, Package design, Flyer, Social media design, Tri-fold and Bi-fold design using Illustrator and Photoshop.

- Also, developed a tagline and messaging that aligned with the brand's positioning and voice.

- Included examples of how to use the design in different contexts through mock-ups to demonstrate the versatility of the brand identity and to show how the design would look in real-life contexts.

WINGS *September 2022 - October 2022*

- Created a brand identity showing visual elements of brand through brand name, logo, color scheme, typography, and imagery that conveyed the brand's personality and values, using Adobe illustrator and photoshop.

- As part of the project, I utilized the After Effects software tool to create an animated version of the brand's logo. This animation added an extra dimension to the brand's visual identity, making it more dynamic and memorable

ZABOO *October 2022 - January 2023*

- Created wireframes, storyboards, user flows, and interactive prototypes to effectively communicate design ideas and interactions

- Designed the entire design process for the application, which involves creating a detailed plan outlining each stage of the design process, including empathy, define, ideate, design and testing.

- Regarding the UI side of the project, various key elements of the user interface, including Developing a color palette that aligned with the brand identity, aesthetically pleasing typography

- Developed a prototype that showcased the key features and functionality of the application to use for user testing and feedback

Other projects

- Designed the 'Poppet' and 'Healthwise' websites with the help of Figma design software

- In addition, I designed the 'FITFIT' dashboard and redesigned several other dashboards using Figma

Education

2022 - 2023	**Buff Creative College** UX/UI & Graphic Designer
2018 - 2022	**B. S. Abdur Rahman Crescent** B. Tech CSE | 8.0 CGPA
2016 - 2018	**Sri Vijay Vidyalaya Higher Secondary School** HRSEC | 82%
2013 - 2016	**Sri Vijay Vidyalaya Higher Secondary School** SSLC | 87%

Skills

User Research and Analysis

Information Architecture

User Interface (UI) Design

Interaction Design

User Experience (UX) Design

Wireframing and Prototyping

Visual Design

Usability Testing

Branding and Identity Design

Layout and Composition

Print Design

Illustration and Iconography

Photography and Image Editing

HTML & CSS

Bootstrap

Tools

Courses and Trainings

The Complete 2021 Web Development Bootcamp
Udemy | 2021.

Honours Diploma in Computer Programme
CSC | 2019.

Interests

Product shoot

Video Editing

Motion Graphic

Travel

Portfolio work

🌐   https://sriram7550.github.io/sriramsr/

Bē   https://www.behance.net/SR_15