

# VIJAYA KRISHNA C

UI/UX Designer & Graphic Designer

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 [Linked In](#)  [Portfolio](#)  [Behance](#)  [Github](#)

## CAREER OBJECTIVE

A creative and detail-oriented UI/UX and Graphic Designer with a passion for crafting intuitive digital experiences and visually compelling brand assets. Skilled in user research, wireframing, prototyping, and modern graphic design techniques. Seeking an opportunity to contribute innovative design solutions that enhance usability, storytelling, and brand identity.

## SKILLS

- **Design Skills:** UI/UX Design, Graphic Design, Wireframing, Prototyping.
- **Technical Skills:** React, HTML, CSS.
- **Tools:** Figma, Photoshop, Illustrator, Canva, GitHub
- **Soft Skills:** Creativity, Adaptability, Empathy
- **Languages:** English (Read/Write), Tamil (Read/Write)

## INTERNSHIP

### Cube AI Solutions - UI/UX Designer and Frontend developer

- Designed wireframes and prototypes to enhance user experience.
- Developed responsive front-end interfaces.

## PROJECTS

### Furniture Shopping App – UI/UX Design

- Designed a modern, intuitive mobile app interface for browsing and purchasing furniture products.
- Created clean layouts, product cards, and a seamless navigation flow using Figma.
- Focused on usability, visual hierarchy, and consistent design components.

### L'Oréal Beauty Campaign Poster – Graphic Design

- Developed a high-impact beauty campaign poster using bold typography and layered imagery.
- Applied brand color psychology, editorial layout techniques, and modern visual composition.
- Optimized design for print, advertising, and social media placement.

### Nike Air Max 270 Product Advertisement – Graphic Design

- Designed a 3D-inspired sneaker ad with gradient backgrounds and bold numeric emphasis.
- Enhanced product visibility using shadows and reflections.
- Optimized for marketing and e-commerce use.

### E-Commerce Website Design – UI/UX Design

- Designed a responsive e-commerce website for selling bedsheets, towels, and kitchen napkins with a clean, modern layout.
- Created user-friendly pages including Home, About, Features, and Contact sections using clear visual hierarchy and brand-aligned design.
- Focused on usability, smooth navigation, and optimized UI components to enhance the overall shopping experience.

## EDUCATION

- **Bachelor of Computer Science Engineering**
  - Kongu Engineering College with CGPA: 6.75 (till 6th sem)
- **HSC (Computer Science)**
  - Holy Cross Matric Hr Sec School with 69.5%
- **SSLC**
  - Sri Vidhya Bharathi Matric Hr Sec School with 69%

## ACHIEVEMENTS & ACTIVITIES

- Won 1st Prize in Coding Competition (Avantaa'24), Sri Krishna College of Technology.
- Media Team Member, CSI (2022–2026).

## AREA OF INTEREST

- UI/UX & GRAPHIC DESIGNER
- FRONTEND DEVELOPER