

# Vipin Ebenezer

Product Designer

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+917904302820 • vipvipernezer7@gmail.com

## Summary

Visual and Product Designer with 4+ years of experience across event design, SaaS product design, and marketing design. Currently working at Zoho, with hands-on experience in product and UX design through the Zoho Sprints team and marketing visual design for Zoho Marketplace, Zoho Affiliate, and Catalyst by Zoho. Strong in visual storytelling, illustrations, and design systems, with growing focus on UX thinking and product-led design.

## Experience

**Product/Visual Designer**, 06/2022

**Zoho Corporation, Chennai, Tamilnadu**

Gained product and visual design experience as part of the Zoho Sprints team, working on UX flows, layouts, illustrations, and UI visuals for internal tools. Currently working as a Marketing Visual Designer for Zoho Marketplace, Zoho Affiliate, and Catalyst by Zoho, creating marketing assets such as social media creatives, blog banners, newsletters, webinar decks, and event collaterals. Collaborate with product, marketing, and content teams to ensure brand consistency, clarity, and impact across channels.

**Visual Designer**, 02/2022 - 06/2022

**IMC Group (in collaboration with Andersen Global), Chennai, Tamilnadu**

Designed brand and marketing visuals for corporate communication, ensuring visual consistency across digital and print assets.

**Visual Designer / Graphic Designer**, 11/2018 - 08/2021

**Eve Spark Integrated Solutions Pvt. Ltd, Chennai, Tamilnadu**

Worked as a 2D Graphic Designer creating event branding, stage backdrops, posters, banners, social media creatives, and print materials. Designed visual assets for corporate and large-scale events, collaborating closely with event and marketing teams. Built a strong foundation in layout, typography, color, and deadline-driven execution in a fast-paced event environment.

## Education

**BE, Electronics and Communication, 2013 - 2017**

Anna University, Chennai

## Skills

- Wireframing
- Prototyping
- Design Systems
- Visual Design
- UX Research
- Interaction Design
- User Testing
- Illustration