

ASWATHY SUDHAKARAN

UI/UX DESIGNER



CONTACT INFORMATION

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HARDSKILLS

- Adobe Suite, Figma, Sketch
- WordPress
- User Experience Design
- Wireframing, Prototyping
- User-centered Design
- Research Methodology
- Visual Design
- Interaction design
- HTML, CSS, JavaScript
- Design Strategy
- Information architecture
- Visual communication
- Interface design
- Usability Testing
- User Research
- Design Thinking

SOFTSKILLS

- Problem solving
- Organized
- Collaborative
- Observant & Empathetic
- Good listener
- Attention to detail
- Communication
- Critical thinking
- Active learner
- Flexible and adaptable

OBJECTIVE

I have 5 years of academic background in the design field and has 1.5 years of professional work experience in digital design. I have worked and collaborated with start ups and advertising companies as a direct employee and as a freelance designer. I have worked on several personal UI/UX projects to develop my skills and expertise. Actively seeking opportunities to contribute my knowledge and gain further experience.

EXPERIENCE

GRAPHIC DESIGNER | January 2022 - March 2023

Remote Freelance Designer. Kerala, India

Creating social media posters for Australian companies. Creating print design for boutiques, clothing stores etc and creating promotion design for a Delhi based wellness brand.

GRAPHIC DESIGNER | January 2022 - April 2022

Namas Industries. Kerala, India

Branding and social media promotion for the company, website design and creating video presentations.

GRAPHIC DESIGNER | August 2021 - January 2022

Aspiration Advertising Pvt Ltd. Bangalore, India

Ad creatives, menu and book design for digital and print. Video editing for social media promotions. Major clients : Hilton, ITC, Infosys, FCBM.

EDUCATION

MA IN VISUAL AND EXPERIENCE DESIGN

University of Europe for Applied Sciences. Potsdam, Germany
March 2023 - February 2024

This course enabled me to identify problems and creative and meaningful solution. It empowered me to leverage modern technology for product development and helped me push my boundaries to develop my design thinking skills as well as my creative skills.

BACHELOR OF FASHION TECHNOLOGY - APPAREL PRODUCTION

National Institute of Fashion Technology. Chennai, India
May 2017 - April 2021

This course provided me with a strong foundation in design, communication, fashion and apparel production planning and technology. It served as the right platform to develop my core skills in design.

AWARDS & ACHIEVEMENTS

- Won the Most Innovative Project Award for my Bachelor's Graduation Project at National Institute of Fashion Technology, Chennai, India.
- As the sole designer at the previous startup I was a part of, I managed to establish both a brand identity and an online presence successfully.
- Utilized my illustration expertise to assist my former employer in building a clientele for event invitation design.

LANGUAGES

English (Advanced. IELTS) | German (Elementary) | Malayalam (Native) | Hindi (Intermediate) | Tamil (Conversational)