



ASWATHY SUDHAKARAN

UI/UX Designer

Creative designer with 2+ years of experience across agency, startup, and freelance projects. Skilled in branding, cross-channel design, and human-centered visuals. Proficient in Adobe Suite, Figma, and Canva. Master's in Visual & Experience Design. Strong communicator, detail-oriented, and driven to create meaningful, high-impact content.

Contact

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🌐 [linkedin.com/](https://www.linkedin.com/in/aswathy-sudhakaran)

📍 Berlin, Germany
Nationality: Indian

Portfolio:

www.aswathy-sudhakaran.com

Skills

Technical Skills

Figma • Sketch • Wireframing & Prototyping • User experience design • Interaction design • HTML, CSS, JavaScript • Information architecture • Interface design • Solution testing & usability • Generative research • Research methodology • Design strategy • Data Visualization • Usability testing

Soft Skills

Organized • Reliability • Adaptability • Analytical skills • Observant & Empathetic • Teamwork (collaborating, supporting) • Proactive • Inter-cultural communication • Active learner • Time management • Problem solving

Achievements

Most Innovative Project Award (NIFT Graduation Project - 2021)

Developed a functional trouser with an RFID-shielded pocket using the Faraday cage principle to prevent digital theft. Conducted material research, prototyping, and functional testing.

Languages

English - C2
German - A2 (Attending B1 course)
Hindi - C2
Malayalam - Native

EDUCATION

MA Visual and Experience Design 03/2023 - 02/2024 University of Europe for Applied Sciences Potsdam, Germany

Coursework in Interaction Design & Prototyping, Design Thinking & User Research, Advanced Visual Design & Branding, Experience design and Data Visualization

Bachelor of Fashion Technology 05/2017 - 04/2021

Major in Apparel Production
Minor in Knitwear Design - Fashion for sports

National Institute of Fashion Technology

Coursework in Apparel Manufacturing Technology, Textile Science, Apparel Production Planning and Control, Fashion Merchandising and Retail, IT in Apparel, Costing, Sourcing and Quality Assurance with a specialization in Technology consisting of Industrial Engineering, Apparel Machinery and Equipment, CAD, CAM.

EXPERIENCE

Graphic Designer 01/2022 - Present

Self Employed

- Creating social media posters for Australia-based companies.
- Creating print design for boutiques, clothing stores etc. Branding & promotion design for a start-up wellness brand.

Brand Activator 06/2024 - 07/2024 act.3 for Adidas Berlin, Germany

- Assisted activities, promotional events, sales & hospitality at the Home of Adidas Football for UEFA Euro and various events at Adidas stores across Berlin.

Visual Designer 01/2022 - 04/2022 Namas Industries (start-up) Kerala, India

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

Graphic Designer 08/2021 - 01/2022 Aspiration Advertising Private Limited Bangalore, India

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

Graphic Design Intern 09/2020 - 10/2020 Clear Picture Consulting Bangalore, India

- Market & content research and trend analysis.
- Developed Social Media Strategies, content writing and copywriting.