



PRANAV KAUSHIK

UI/UX Designer | Visual Designer

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Professional Summary

Creative and detail-oriented UI/UX Designer with over 2 years of experience in designing user-centric digital products. Proficient in wireframing, prototyping, and user research, with a strong background in visual design and interaction design. Adept at collaborating with cross-functional teams to deliver intuitive and engaging user experiences.

Skills

✓ User Experience Design	✓ User Interface Design	✓ Design Thinking
✓ User Research	✓ User Centered Design	✓ Visual Design
✓ Branding & Promotion	✓ Graphic Design	✓ Prototyping

Professional Experience

Product Designer, (IT GUY), Bengaluru | March 2024 - Present

- Developing Design Thinking, User Experience, User Research, User Interface, Competitor analysis, User flow, Information architecture, Prototype, User Testing by coordinating with client, followed by user interface and designing visual language for the product.

Associate Product Designer, (Pineapple Design), Mumbai- Remote | Oct 2023 - Nov 2023

- Collaborating with cross-functional teams to ensure a visually compelling and provocative narrative in alignment with brand guidelines.

UI & Visual Designer, (Ador, Sublime Life), Bengaluru | Aug 2022 - Sep 2023

- Crafted visual aesthetics for sales campaigns, achieving a **15.5% increase in website traffic**.
- Managing deliverables and providing clear creative direction to the design team for both web and mobile applications.
- Collaborated with external teams to fulfill daily design needs, including performance ads, newsletters, social media creatives, and sale banners.
- Demonstrated expertise in branding and promotion, user interface design, and marketing collateral.

Graphic Designer - Graduation Project (Red Baton Studio), Bengaluru | Jan 2022 - April 2022

- Shaped the visual appeal of sales campaigns, significantly contributing to the design of associated marketing materials.
- Applied branding and promotion strategies to enhance the visual identity of campaigns.

Tools

✓ Figma	✓ Adobe Illustrator	✓ Adobe InDesign	✓ Premiere Pro
✓ Adobe XD	✓ Adobe Photoshop	✓ After Effects	

Education

National Institute of Fashion Technology | B. Des (Fashion Communication), 2018 - 2022

Interest In my free time I like to: Sketch, Travel and Explore places, Cook Food