

Abhinesh V

UX Designer | Brand & Growth Strategist

 Chennai

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PROFESSIONAL EXPERIENCE

Freelance UX Designer & Brand Strategist, <i>Freelance</i> <ul style="list-style-type: none">• Client-Facing Design Lead: Lead end-to-end website design and development projects for B2B clients (Science/Polymer & Technology). Manage the full project lifecycle, from conducting client requirement meetings and design reviews to final deployment using Framer.• Strategic Growth & ROI: Orchestrated the brand and audience strategy for a new educational institution, delivering a 60% increase in admissions and an 80% increase in leads. Optimized user journeys to achieve a 15–20% uplift in design-led conversions.• Technical Implementation & AI: Deployed critical sub-domain websites using GitHub Pages with complex data integration. Leveraged AI tools to accelerate content creation and video editing workflows, significantly reducing turnaround times for marketing assets.• Enterprise UI Delivery: Delivered responsive web components and internal communication designs for major enterprise clients like American Airlines, Delta, and Sequaretek, ensuring strict adherence to global brand guidelines.	06/2024 – present Chennai, India
UX Designer, <i>Freelancer - ClearlyBlue</i> <ul style="list-style-type: none">• Collaborated with in-house designers to conceptualize and deliver web and mobile designs for cybersecurity (Sequaretek) and procurement (Procktek) clients.• Designed responsive website components using Framer for clients like Narasipur, enhancing usability and brand presence.• Created internal documents and emailer designs for major clients like American Airlines & Delta, collaborating with content teams to align with client vision.	06/2024 – 01/2025 Chennai, India
Graphics Artist, <i>Idynamics</i> <ul style="list-style-type: none">• Designed and modified customized artwork for international client 4Imprint's customers, utilizing CorelDraw.• Ensured designs met specific product, vendor, and printing requirements for accurate production.• Collaborated with internal teams to facilitate seamless production and ensure client satisfaction.	01/2023 – 01/2024 Thiruvananthapuram, Kerala

PROFILE

UX Designer & Brand & Growth Strategist with expertise in driving measurable growth through user-centric design and strategic marketing. Proven ability to transform nascent brands, optimize user journeys, and manage digital presence, as demonstrated by achieving an **80% increase in leads** and **60% admissions growth** for a new educational institution. Leverages strong skills in UX design, brand development, content creation, and project management, significantly enhancing efficiency with strategic application of AI.

DESIGN TOOLS

- Adobe Photoshop
- CorelDraw
- Adobe XD
- Blender
- Framer
- Rive
- Affinity Photo
- Adobe Illustrator
- Figma
- Sketch
- DaVinci Resolve
- Spline
- Capcut
- Affinity Designer

TECHNICAL SKILLS

User Experience Design (UX) | User Interface Design (UI) | Wireframing | Prototyping | Visual Design | Responsive Design | Mobile Design | Web Design | Design Systems | Brand Strategy | Growth Marketing | Digital Content Creation | Copywriting | Project Management | AI Proficiency | Generative AI | CRM Systems Research | Process Improvement | Resource Management | GitHub Pages | Google My Business (GMB) | YouTube Studio | WhatsApp Business | DNS Management | Domain Management | Email Configuration

INTERESTS

Gaming

Passionate PC gamer (e.g., Overwatch 2, League of Legends), finding joy and escape in immersive virtual worlds and dynamic multiplayer experiences.

Tech Exploration & Optimization

Enthusiastic about optimizing PC hardware/software for peak performance and user experience. Consistently researches cutting-edge AI developments (e.g., generative AI, 3D printing) and explores emerging technologies to drive innovation and efficiency.

Human Psychology & Empathetic Insight

Driven by a curiosity for human psychology, I actively seek to understand motivations and behaviors, applying this insight to foster empathetic communication and a cause-and-impact driven approach to problem-solving. My natural inclination to listen deeply enriches my user-centric design perspective.