

Abhinesh V

UX Designer | Brand & Growth Strategist

 Chennai

 hello@abhineshvivek.com

 9600494475

 abhineshvivek.com

PROFESSIONAL EXPERIENCE

UX Designer Brand & Growth Strategist, <i>Freelance - Himayam College of Arts & Science</i>	04/2025 – present Chennai, India
<ul style="list-style-type: none">Established core brand identity through consistent design of marketing collateral (posters, flyers), achieving 15-20% design-led conversion increase.Redefined audience strategy and optimized admissions journeys, driving 60% admissions increase via integrated print, digital, and enhanced staff communication (WhatsApp Business).Hired & managed freelance digital marketer; co-managed social media (Instagram, X, YouTube); personally edited photos/videos (no prior experience).Oversaw website content/information architecture overhaul, improving clarity and usability.Launched critical sub-domain website in half a day (GitHub Pages), integrating complex auto-updating data from external Excel.Strategically leveraged AI for rapid content creation, video editing, and complex data integration, significantly boosting efficiency and output under tight deadlines.Contributed to an 80% increase in leads/inquiries and 60% admissions increase for inaugural year despite severe time constraints.	
UX Designer, Freelancer - ClearlyBlue	06/2024 – 01/2025 Chennai, India
<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.	
Graphics Artist, Idynamics	01/2023 – 01/2024 Thiruvananthapuram, Kerala
<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.	
UI Designer, Macappstudio	2019 – 2020 Chennai, Tamilnadu
<ul style="list-style-type: none">Designed user-friendly interfaces for various mobile app proposals (restaurant, e-cycle, medical) for potential clients.Collaborated with proposal and design teams on ideation, wireframing, and design finalization.For MediYoga, designed the iPad-specific front desk admin management application, including functionalities for medical inventory, customer appointment scheduling, doctor communication/availability, and customer management, collaborating with Project Management, Design, and Development teams.	

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

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