

ABIRAMI A

UI UX & Visual Designer

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SKILLS

UI Design
UX Research
Wireframing & Prototyping
HTML | CSS | ReactJS
Android Studio

TOOLS

Figma
Adobe Photoshop
Adobe Illustrator
Adobe XD
CorelDRAW

EDUCATION

PG Diploma in UI UX Design
ICAT College of Design & Media
2024 - 2025

Bachelor of Computer Applications
Jyoti Nivas College Autonomous
2021 - 2024

LANGUAGES

English
Kannada
Tamil
Hindi

PROFESSIONAL SUMMARY

Experienced in designing production-ready marketing and digital assets, supporting usability-driven design decisions through research, and collaborating closely with marketing and internal teams to deliver consistent, on-brand outcomes under tight deadlines.

EXPERIENCE

Junior Designer - PNJXN

April 2025 - Present

- Designed and delivered high-volume print and digital marketing assets across campaigns while maintaining brand consistency
- Partnered with marketing, content, and internal stakeholders to support campaign planning and execution
- Prepared production-ready print files, ensuring accuracy in layouts, color profiles, and specifications
- Coordinated interns and the internal marketing team to align design priorities, workflows, and timelines
- Delivered 500+ assets on schedule in a fast-paced, deadline-driven environment
- Supported layout and visual consistency across digital experiences, ensuring usability and brand alignment

SELECTED PROJECTS

VastraVilla (Costume Rental App) - UX Case Study

January 2025 - March 2025

- Investigated key usability challenges in the costume rental journey, including discovery, availability clarity, and booking confidence
 - Conducted user interviews, surveys, and competitive analysis to identify friction points and unmet user expectations
 - Synthesized insights into personas and journey maps to prioritize high-impact user needs
 - Designed task-focused user flows and wireframes aimed at simplifying browsing, selection, and rental decision-making
- Link: [Behance - VastraVilla UX Case Study](#)

Annam Café - Brand Identity

March 2025

- Designed a cohesive brand identity, including logo, color palette, typography, packaging, and marketing collaterals
- Balanced cultural authenticity with modern design principles to enhance brand recognition and memorability

Link: [Behance: Annam Café - Brand Identity](#)