

Abirami A

UI Designer | Product Designer
Bengaluru, India

aabiramiii653@gmail.com
[+91 63633 29375](tel:+916363329375)
www.abiramidesigns.in
www.linkedin.com/in/aabirami

PROFESSIONAL SUMMARY

Designer with professional experience spanning digital design, brand design, and client-facing creative delivery, now focused on building user-centered digital experiences. Promoted from Junior Designer to Brand & Design Lead within 13 months through increasing ownership of design delivery, client communication, team coordination, and design quality. Hands-on experience designing websites and microsites through UX research, competitor analysis, user flows, wireframes, responsive UI, prototyping, design systems, and developer handoff. Combines strong visual design foundations with UX thinking and front-end knowledge to create intuitive, business-aligned digital experiences.

CORE SKILLS

UX/UI Design

- User Flows
- Wireframing
- Responsive Design
- Interaction Design
- Prototyping
- Information Architecture
- UI Design

UX Research

- User Research
- User Interviews
- Surveys
- Competitive Analysis
- Personas
- Journey Mapping
- Card Sorting

Design Systems

- Components
- Variables
- Design Systems
- Visual Hierarchy
- Typography
- Accessibility Fundamentals

Collaboration & Delivery:

- Requirements Gathering
- Client Collaboration
- Stakeholder Feedback
- Developer Handoff
- Design Reviews

Tools & Technologies

- Figma
- Adobe Photoshop
- Adobe Illustrator
- HTML
- CSS
- JavaScript

PROFESSIONAL EXPERIENCE

PNJXN Marketing - Bengaluru, India

Brand & Design Lead | June 2026 - Present

- Lead end-to-end design delivery across multiple client accounts by assigning work, reviewing deliverables, mentoring designers, approving creative output, and maintaining consistent quality.
- Serve as a primary design point of contact for key clients, gathering requirements, presenting concepts, managing feedback cycles, and coordinating approvals.
- Design professional UI experiences for travel and hospitality clients, translating business requirements into user flows, wireframes, responsive interfaces, prototypes, and reusable components.
- Designed microsites for a travel company by defining the information structure and user experience around destination discovery, itinerary planning, experiences, FAQs, testimonials, and enquiries. Conducted competitive analysis to identify effective UX patterns and inform the microsite's navigation, content structure, and UI direction.
- Collaborate with project managers and developers throughout design and handoff to align UX decisions, visual design, implementation requirements, and responsive behavior.
- Contribute to the redesign of a website by evaluating the existing experience, identifying responsiveness, navigation, and information-hierarchy issues, and translating findings into revised user flows, wireframes, and UI designs. Analyzed competitor websites to identify navigation, content, and interface patterns that informed the redesign.
- Introduced reusable social media templates, brand guidelines, and internal design workflows to improve consistency, streamline production, and reduce unnecessary revisions.

Junior Designer | April 2025 - May 2026

- Delivered 500+ digital and print assets across social media, websites, paid campaigns, marketing collateral, and print materials while maintaining brand consistency across multiple client accounts.
- Supported digital experience projects by creating microsite wireframes and collaborating with cross-functional teams during early-stage planning.
- Prepared production-ready artwork with accurate layouts, specifications, and color management for digital and print production.
- Partnered directly with clients to understand requirements, present design concepts, incorporate feedback, and deliver solutions aligned with business objectives.
- Earned recognition from company leadership and hospitality clients for design quality, ownership, reliability, and consistent delivery, contributing to promotion to Brand & Design Lead within 13 months.

SELECTED PROJECTS

Resort Website Redesign (In Progress) | August 2026 - Present

- Evaluated the existing resort website and identified poor responsiveness, confusing navigation, and weak information hierarchy as key experience issues.
- Conducted competitive analysis across other resort websites to identify relevant navigation, content, responsive design, and interface patterns.

EDUCATION

Post Graduate Diploma in
UI/UX Design
ICAT College of Design &
Media | 2024 - 2025

Bachelor of Computer
Applications (BCA)
Jyoti Nivas College
Autonomous | 2021 -2024

ADDITIONAL INFORMATION

Languages

- English (Fluent)
- Kannada (Native)
- Tamil (Native)
- Hindi (Intermediate)
- Korean (Intermediate)
- German (Beginner)

- Redesigned the website experience by defining user flows, creating wireframes, and developing responsive UI designs for the redesigned experience.
- Designed reusable components and interaction patterns in Figma to establish greater visual and functional consistency across the website.
- Collaborated with the Project Manager and Developer through design reviews and developer handoff to align the redesign with project requirements and implementation constraints.

Wallpaper Store Website (In Progress) | July 2026 - Present

- Designing and developing a responsive website for a wallpaper and interior décor business, translating business goals into an intuitive user experience.
- Conducting competitor analysis to identify usability patterns, content opportunities, and design improvements that inform the overall information architecture and interface design.
- Creating wireframes, high-fidelity UI designs, and responsive layouts in Figma before implementing the front end using HTML, CSS, and JavaScript.
- Collaborating with a backend developer to ensure seamless integration between design and development while maintaining visual consistency and usability across devices.

VastraVilla (Costume Rental App) - UX Case Study | January 2025 - March 2025

- Identified challenges around costume discoverability, rental availability, and lack of awareness of local rental providers through observations of students and apartment communities, framing the foundation for the product problem.
- Conducted mixed-method UX research including 11 interviews, analysis of 117 survey responses, competitor analysis, and card sorting sessions to identify user needs and validate the information architecture.
- Synthesized research findings into user personas, journey maps, and information architecture, using an 88% card sorting agreement rate to validate navigation structure and improve content organization.
- Designed user flows, low- and high-fidelity wireframes, and interactive prototypes in Figma using Auto Layout, Components, Variables, and responsive design principles.
- Applied accessibility considerations (WCAG fundamentals), visual hierarchy, and interaction design principles to improve discoverability, simplify browsing, and increase user confidence throughout the rental journey.
- Iterated designs based on feedback from faculty members, industry mentors, peers, and design reviews to strengthen usability and refine the overall user experience.

Link: [Behance - VastraVilla UX Case Study](#)

LEADERSHIP EXPERIENCE

Director of Content Creation: Fortitude Entrepreneurship Club (2023 - 2024)

- Led branding, content strategy, and social media initiatives as part of the Board of Directors.
- Increased social media following by 200+ and created content reaching 12K-15K views.
- Coordinated creative execution to strengthen event visibility and student engagement.

Head of Content Creation: Tecnologia Computer Science Club (2022 - 2024)

- Led content strategy and promotional design for technical events, workshops, and hackathons.
- Managed student content creators and coordinated creative communication across club initiatives.

Technical Team (Presentation & Audio) | College Events (2022 - 2024)

- Supported presentation and technical operations for large-scale college events attended by 1,000+ participants.