MANU K

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SUMMARY

Experienced Visual Designer with over 8+ years of success in branding, UI/UX, marketing campaigns, and presentation design. Simplify complex data, and deliver high-quality assets across global clients like Wipro, Mphasis, Bosch,. Skilled in Adobe Creative Suite, Microsoft tools, and Agile workflows. Seeking a full-time creative role to design impactful visual solutions and support strategic business goals.

Key Highlights:

- Senior Designer at Dayspring Technologies, improving project delivery efficiency by 28% and boosting engagement by 52%.
- Delivered 34+ branding projects at DREAMARTINTERACTIVE with 95% client satisfaction, improving user experience by 60%.
- Worked across consultancy, retail, banking, and IT services, adapting design strategies to diverse industry needs.

SKILLS & INTERESTS

- **Functional**: User Interface Design, User Research, Prototype & Wireframe, User Testing, User Journey, Product Design
- **Design & Prototyping Tools**: Figma, Adobe Creative Cloud (Illustrator, InDesign, Photoshop, Premiere Pro, XD, Audition), Canva
- **Design Expertise**: UI/UX, Visual Design, Interaction Design, Data Visualization, Typography, Iconography, 2D Illustration, Infographics, Isometric Design, Branding, Logo Design, Corporate Identity, Design Systems
- **Presentation & Marketing**: PowerPoint Specialist, Newsletters, Proofreading, E-Marketing Creatives, Social Media Design, Video Creation, Advertising, Print & Digital Collateral (Flyers, Brochures)
- **Tools & Tech**: MS Office Suite, Slack, Confluence, HTML, CSS, Design Sprint Environments
- **Emerging Tech & AI Tools**: GPT-4o (OpenAI), Gemini, Copilot
- **Interpersonal Skills**: Problem-solving, storytelling, strong presentation skills, analytical thinking, proactive mindset, cross-functional collaboration, self-driven

WORK EXPERIENCE

1. **Freelance - Visual Designer Bengaluru IN**   **Nov 2024 – Till Date**
   - Created **social media campaigns and ad creatives**, boosting engagement by up to **40%** for clients.
   - Delivered **print materials** (brochures, posters, flyers) aligned with client brand guidelines.
   - Redesigned a client website, resulting in a 15% increase in average session duration and 22% rise in click-through rate.

2. **Visual Designer | Dayspring Technologies, Bengaluru IN**   **Jun 2017 – October 2024**

   Led the design and delivery of presentation designs, SharePoint, UI, and wireframe assets by simplifying data And ensuring brand consistency. Collaborated with global teams to support visual strategy, stakeholder alignment, and faster turnaround.

Creative Design & Visual Communication

- Created 20+ decks, technical diagrams, and digital assets while ensuring 100% adherence to brand standards.
- Delivered high-quality presentation and print designs within 24-hour turnaround, improving stakeholder satisfaction.
- Translated raw content and templates into engaging decks and newsletters using Adobe Illustrator and PowerPoint.
- Collaborated with SMEs and writers to convert complex financial data into simplified diagrams and iconography.
- Designed flowcharts, mind maps, and user journeys that clarified processes and supported product documentation.

Stakeholder Collaboration & Design Operations

- Participated in bi-weekly client meetings to gather feedback and align design output with business expectations.
- Identified and mapped user journeys with product owners, leading to 3 UX proposals and full stakeholder buy-in.
- Built a repository of SharePoint-ready assets, illustrations, and reports to improve visual consistency across platforms.
- Summarized and restructured content for newsletters, reducing review iterations by ~30% through clearer layout.
- Compiled bi-monthly reports in Excel and managed design file delivery via Dropbox for cross-time-zone collaboration.

3. Visual Designer | DREAMARTINTERACTIVE, Bengaluru IN   **May 2014 – July 2016**

- Delivered 20+ marketing assets including brochures, case studies, and e-mailers, ensuring 100% brand consistency.
- Designed websites and microsites by collaborating with CMS and stakeholders, reducing design TAT by 30%.
- Created UI and print designs from scratch using briefs, contributing to a 3x improvement in internal visibility.
- Designed mobile and web UI flows and architecture diagrams, improving end-user experience by 40%.
- Created branding-compliant marketing materials across platforms, increasing client campaign engagement by 3x.

EDUCATION

- **B.COM** Karnataka Bangalore University
- **Arena** multimedia (2012) - (Bangalore)