

Hemalathaa

UI/UX & Graphic Designer

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About Me

UI/UX and graphic designer with over 5 years of experience delivering impactful digital solutions. Expert in building user-friendly interfaces and strong visual branding for web and mobile platforms. Also experienced in mentoring others, sharing practical design skills and clear feedback.

Experience

UI/UX Designer & Mentor

Grekam Academy (2024 – Present)

- Guided students in **user experience strategy, design thinking, and UX best practices** through hands-on workshops and live projects
- Managed end-to-end **UI/UX** and **branding** for digital products and social platforms, resulting in increased user engagement
- Facilitated training in **wireframing, prototyping, and usability testing**, supporting real-world project development

UI/UX Designer

Smart Global Solution (2023–2024)

- Delivered 4+ **high-fidelity UI designs** and responsive web banners for major enterprise clients
- Collaborated with cross-functional teams to ensure seamless **design-to-development handoff**, optimizing workflows
- Conducted **requirement gathering, user research, and task analysis** to enhance client solutions

Graphic Designer & Trainer

Alpha6 Multimedia (2019–2022)

- Led training for 4 batches in **visual design fundamentals, creative software, and portfolio development**
- Supported OTT film projects with impactful **digital media and brand visual solutions**

Graphic Designer PagePluz (2018–2019)

Education

Bachelor of Computer Applications
2014-2017

Core Skills

User Interface

Wireframing

Prototyping

Mentorship

User Research

Branding

Task Analysis

Web Designing

Drawing / Art

Tools Known

- Figma
- Adobe XD
- Photoshop
- Illustrator
- Wordpress
- Miro
- Notion