

KARTIKEYA

Product Designer



SKILLS & TOOLS

UI/UX Design | Design Thinking | Typography | Photoshop
Illustrator | Branding | Print Design | Product Design | InDesign
Sketch | inVision | Wireframe | Prototype | User Flow

Portfolio

<https://kartikkeyaks.wixsite.com/portfolio>



WORK EXPERIENCE

Product Designer, Workeefy Inc, Nov 2018- Present

- Desktop & Mobile website, iOS & Android App -Prepare product design specifications, conduct design sprints & create user journey map, information architecture, wireframes, prototype and usability test.

User Experience Designer, Freelance, Aug 2018- Nov 2018

- GI guide application (Android & iOS) - Information architecture, user persona, user journey map, user flow, HI-FI wireframe, prototype

Sr. Art Director, Dentsu, May 2017- Jan 2018

- JK tyre racing championship website - sitemap, user flow, high fidelity wireframe, and prototype
- Aquarius (Coca-Cola) e-commerce landing page - user flow, high fidelity wireframe and prototype
- Honda - supervised photoshoot and created digital & print ads along with marketing collaterals

Art Director, Dentsu, Nov 2014- Apr 2017

- Skype - Supervised photoshoot and created digital banners, gifs, and billboards for the launch campaign.
- Canon Printers - Campaign ads and marketing collaterals

- **Airtel business** - Created direct mailers, EDMs, office branding, event collaterals, and Ads.
- **Honda Revfest** - Created ads and marketing collaterals for an event to launch 5 motorcycles across 8 cities.

Art Director, The Page, Aug 2012- Aug 2014

- **Liberty Shoes & NTL Lemnis** - Designed product packaging, corporate brochure, and Ads

Sr. Visualiser, Critique Communications, Aug 2011- Jul 2012

- **NTPC and MOFPI** - Created print materials & 3D models for trade fair exhibition



EDUCATION

User Experience Bootcamp -2018

Miami Ad School, Canada

Masters in Communication Design -2011

DA-IICT, India

Bachalors in Animation & Multimedia -2009

BIT, India



CONTACT INFORMATION

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