



# PRATHEEKSHA H. S.

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## PROFESSIONAL SUMMARY

Multidisciplinary Visual Designer with a strong foundation in Applied Arts and certified UI/UX expertise. Skilled in visual design, graphic design, branding, and UI/UX, with hands-on experience in tools like Figma, Illustrator, and Photoshop. Passionate about creating aesthetically engaging and user-focused digital experiences through research-driven, creative design.

## EDUCATION

- Bachelor of Visual Arts (Applied Arts) | Mangalore University (Completed, 2021-2025)
- Bachelor of Physiotherapy (BPT) | NITTE University (Completed, 2016-2021)

## CERTIFICATIONS

- UI/UX Design Certification – Tutedude (27/02/2025)
- Diploma in Graphic Design (2023)

## TOOLS & SOFTWARE

- Adobe Illustrator, Photoshop
- Figma, Adobe XD
- Generative AI, Canva

## SKILLS

### Visual & Graphic Design

- Branding & Identity Design
- Digital Illustration & Painting
- Typography & Color Theory
- Composition
- Carousels, Marketing material design

### UI/UX Design

- User Research & Empathy Mapping
- Wireframing (Low & High Fidelity)
- UI Design & Visual Aesthetics
- Information Architecture & User Flows
- Iterative Design & Design Systems

## EXPERIENCE & PROJECTS

### Graphic Designer (Intern) - Soft Code

- May 2025 - **Present**

### Content Creator - Internshala

- October 2023 - December 2023, February 2024 - April 2024

### Project KUDLA - C0 (Visual Design – Branding )

- Designed premium brand visuals for ad campaign. Created Promotional Materials

### Retail Store Sales Manager Dashboard – UI/UX Case Study

- A dashboard for retail sales managers to track performance metrics and make quick decisions.

### Celestial Glow (Visual Design – Branding & UI)

- Designed premium brand visuals for a luxury skincare campaign. Applied high-end aesthetics and branding strategies for a sophisticated user appeal.

### Mini-Project: Colour theory in advertising

### Washmate (UI/UX Design – Mobile App)

- Designed a mobile app addressing laundry service gaps for hostel and PG residents.

### Rollcount (UI/UX Design – Tablet App) (In Progress)

- Conducted user interviews and competitor analysis to identify key pain points in attendance tracking.
- Completed initial sketching and user flow. Currently working towards wireframing .

## ADDITIONAL INFORMATION

- Passionate about creativity (Painting)
- Yoga enthusiast, Avid traveler
- Exploring Art & Design Trends

## LANGUAGES

- English, Kannada,
- Hindi, Tulu