

Siva Sai Kesanakurthi

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Creative and detail-oriented UI/UX Designer and Graphic Designer with proven experience in designing user-focused digital experiences, branding solutions, marketing creatives, printable materials, and multimedia content across business, healthcare and education. Skilled in creating responsive website designs, engaging social media campaigns, visual identities, pitch decks, video editing projects, motion graphics, and promotional content using Figma and Adobe Creative Suite. Strong expertise in UI/UX principles, responsive web design, branding, visual storytelling, and digital marketing strategies, with experience collaborating with cross-functional teams to deliver visually impactful, brand-consistent, and user-friendly design solutions that enhance customer engagement and overall user experience.

PROFESSIONAL EXPERIENCE

● Qualiminds — Graphic Designer & UI/UX Designer

Aug 2023 – Present

- Created digital creatives, website UI designs, banners, brochures, GIFs, and marketing assets using Figma, Adobe Photoshop, Illustrator, and After Effects.
- Designed responsive website UI concepts and landing pages that improved user experience, engagement, and visual consistency.
- Collaborated with cross-functional teams and stakeholders to develop branding, UI designs, and marketing materials aligned with business goals.
- Produced AI-assisted video editing projects, motion graphics, reels, and promotional content for digital marketing campaigns and social media engagement.
- Created pitch decks, business presentations, sales materials, and promotional assets for Qualiminds marketing initiatives.
- Applied UI/UX principles, responsive design standards, and accessibility best practices to deliver user-friendly digital experiences.
- Worked with sales and marketing teams to create campaign creatives, advertisements, and branding materials for online and offline promotions.
- Contributed to website redesign and branding projects that improved usability, customer engagement, and brand consistency.

● MyClassboard - Web Designer

Aug 2021 – July 2023

- Designed and maintained responsive school and healthcare websites using HTML, CSS, JavaScript, Bootstrap, Adobe Photoshop, and Figma.
- Developed web pages, login portals, and certificate templates with a focus on responsive design and usability.
- Created digital creatives, brochures, flyers, certificates, GIFs, and social media assets for marketing and print campaigns.
- Customized UI components and layouts to improve visual appeal, accessibility, and user experience across devices.
- Assisted development teams in implementing SEO-friendly and responsive front-end structures for optimized website performance.
- Designed application icons and interface elements for web and mobile platforms while supporting multiple UI enhancement projects.

● Freelance Graphic Designer - Self-Employed

Apr 2021 –Jul 2021

- Designed social media creatives, branding materials, logos, brochures, banners, flyers, and digital marketing assets for small businesses and startups while maintaining brand consistency.
- Collaborated with clients to understand requirements, manage multiple projects, and deliver high-quality creative solutions within deadlines.

EDUCATION

- Information Technology Bachelor's Degree from MLR Institute of Technology, 6.56 grade point average- (2015 - 2019)

TECHNICAL SKILLS

UI/UX & Design Tools :

- Figma
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe Premiere Pro
- CorelDRAW
- AI Video Editing Tools
- Canva

Design Skills :

- Wireframing
- Prototyping
- User Flows
- Visual Design
- Interaction Design
- Mobile-First Design
- Design Systems
- UI Components
- Branding
- Typography
- Color Theory
- Printable Design
- Banner Design
- Packaging Design
- Social Media Design
- Motion Graphics
- Video Editing
- Usability Optimization

Web Technologies :

- HTML5
- CSS3
- JavaScript
- Bootstrap
- WordPress
- Responsive Web Design

Other Skills :

- Social Media Design
- Motion Graphics
- GIF Animation
- Landing Page Design
- Website Redesign
- Marketing Creatives

PROJECTS

- Designed UI/UX interfaces, branding materials, social media creatives, marketing assets, and visual content for multiple clients.
- Created wireframes, UI mockups, GIF animations, and brand visuals using Figma, Adobe XD, Photoshop, Illustrator, Premiere Pro, and After Effects.
- Managed website setup, hosting integration, and UI customization using WordPress, GoDaddy, and Hosting platforms.
- Customized website themes and implemented CSS/JavaScript enhancements to improve functionality, responsiveness, and user experience.