

# Jasleen Kaur

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A **Visual Designer** with specialised expertise in **brand development, illustration systems, iconography, graphics** and **motion design**. I possess a proven ability to create **cohesive** and **immersive** visual identities that amplify user experience across digital and print platforms. I am committed to crafting engaging designs that **elevate brands** and **captivate audiences**.

## EXPERIENCE

### Omniful | Visual and UI Designer

June 2023 - Present

- Produced **animated product videos** showcasing key features, managing the entire process from **scriptwriting** and **storyboarding** to **asset creation, animation, and AI voiceover editing**.
- Developed a comprehensive range of **marketing materials**, including **booth banners, brochures, LinkedIn posts, emailers, presentations, and feature documents**, which collectively **enhanced brand visibility** by **61.34%**.
- Designed targeted **landing pages** customised for **distinct audiences, industries, and geographic locations** resulting in a **55.35% increase in site traffic**.
- Created an extensive **icon library** with functional icons for both dashboard and website use, ensuring consistency and **enhancing user navigation**.
- Crafted **illustrations** for various user states, including **error states, empty states, modals, onboarding flows, and website visuals**, significantly improving user experience through strategic visual design.
- Designed engaging **Lottie animations** for **micro-interactions** and **loading states**, adding refined, **interactive elements** that elevate the user experience across platforms.

### Amalfie Ceramics | Graphic Design Intern

June 2022 - July 2022

- Engaging **creatives**—including **Instagram stories** and **posts**— which increased the **customer engagement** by **40%** through **interactive question prompts, new launch** announcements, **website banners, and festive content**.
- A **product brochure** showcasing detailed **digital sketches** and **3D models** of ceramics, presenting each product from multiple angles to provide transparency and enhance viewer experience.
- Customised **ceramic-ware** for clients by creating detailed **3D models** in **Blender**, supporting personalised product design.
- The **website landing pages**, crafting a warm and welcoming brand story for online visitors.
- Intricate **patterns** for ceramic **plates** and **bowls**, adding unique, brand-aligned designs to the product line.

## EDUCATION

### National Institute of Fashion Technology | Bengaluru

2019 - 2023

B.Des. Fashion Lifestyle and Accessory Design, CGPA 8.95

## TOOLS

Figma, Framer, Adobe Creative Suite (Photoshop, Illustrator, Indesign, After Effects, Premiere Pro, Acrobat) Synthesia, Blender, Lottie, Autodesk Fusion 360, Autodesk AutoCAD, Slack, Microsoft Office Suite

## SKILLS

Illustrations, UI Design, Icon Design, Motion Design, Graphic Design, Typography, Design Systems, Mobile Design, Marketing Materials, Prompt Writing, Sketching