

Mariam Gvivradze, MA

Product & Visual Designer

Social Content & Visual Designer crafting digital-first brand experiences — from concept to campaign delivery Actively exploring AI-assisted content creation and motion design for social-first brands. mariamgvivradze.framer.website/



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Education

- 2023-2025 **Master's in Communication Design - FH Joanneum**
Master's Thesis – Gamification for Startups (2025)
A toolkit app concept designed to help early-stage startups strengthen user focus and improve engagement through gamification strategies. Based on UX research, interviews, and case studies.
- 2021-2022 **Multimedia Art - FH Salzburg Erasmus+**
Focused on creative collaboration and concept development while working in international, interdisciplinary teams.
- 2022- 2023 **UX Research & Design - Tbilisi School of Communication**
Learned UX research methods and collaborated with professionals from marketing and cognitive psychology backgrounds. Gained experience in creating cohesive UX/UI products.
- 2018- 2023 **Bachelor's in Multimedia Design - Tbilisi State Academy of Art**
Bachelor's Thesis – 9MTA Productivity App (2023)
A gamified productivity tool designed to support daily task management and motivation. Developed through research, user testing, and interface design.
- 2017-2018 **Graphic Design - IT Step Academy**
Studied core design principles and mastered essential graphic design software

Work Experience

- 2020 - Present **Freelance Social Content & Visual Designer** Upwork
 - Delivered branding and rebranding projects for international clients
 - Designed digital assets and intuitive UI/UX solutions using Figma and Adobe Suite
 - Collaborated with **Baron Filou** to develop a cohesive brand identity & guidelines
 - Designed and customized e-commerce interfaces using **Shopify**
- June 2024 **OFFF VIENNA**
 - Supported operations at a 3-day international creative festival
 - Coordinated with speakers and staff to ensure smooth event delivery
 - Engaged with design professionals from across Europe
- 2018 - 2019 **Kant Academy, Tbilisi**
 - Designed visual assets for print, digital and social platforms
 - Managed organic Facebook & Instagram content and brand campaigns
 - Contributed to event organization and concept development
 - Developed cohesive visual communication across channels

Achievements

Social Media HubSpot Academy

- April 2026

Digital Marketing HubSpot Academy

- April 2026

GDG AI HACK

- May 2025

Climate Pact Game Jam

- March 2025

BIP Game Jam

- February 2025

Graz Design month Green-tech

- May 2024

3rd Climate change and art Workshop GIZ,MEPA,TSAA

- October 2022

Skills

Design & UX

Figma, Photoshop, Illustrator, UX research, User testing, Interactive storytelling, Wireframing, Prototyping, Usability Testing

3D & Motion

Blender, Womp3D, Spline tool, Premiere Pro

Tech

HTML, CSS, Unity

Personal projects and interests

Game Design

Illustrations

Interactive design

Bouldering

Language & Culture Explorations

Chess



Languages

English **C1**

German **B2+**

Russian **C1**

French **A1**

Georgian native