



Kutbuddin Raja

Senior Designer | Brand & UI/UX



CONTACT

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EDUCATION

- Diploma in Graphic Design (2015)**
Frameboxx, Indore, M.P.
- Bachelor's in Commerce (2015)**
Indore Institute of Law, Indore, M.P.

CERTIFICATION

- Google AI Essentials**
Coursera, Aug 2024 - Jan 2025
- UX Design Professional**
Coursera, Jan - Aug 2018

SKILLS

- Design**
 - Brand Identity & Visual Systems
 - Graphic & Marketing Design
 - UI/UX Design
 - Web & Ecommerce Design
 - Design Systems
 - Wireframes & Prototyping
 - Presentation & Editorial Design
 - Creative Direction

Tools

- Adobe Illustrator / Photoshop / InDesign
- Figma
- Framer / Shopify / WordPress / Wix
- Claude, ChatGPT & Firefly

Working Style

- Design Leadership & Mentoring
- Cross-functional Collaboration
- Stakeholder Management
- Developer Handoff

PROFILE SUMMARY

Senior Designer with 8+ years of experience across **brand and UI/UX** design, including brand identities, marketing materials, websites, product UI, and design systems. I've worked with teams across India, APAC, the Middle East, and the US, both as an **individual contributor and design lead**.

WORK EXPERIENCE

Senior Designer - Brand & UI/UX · Visceral Technology



Independent Consultant | Nov 2025 – Sep 2026

- Design and improve product experiences across **web and mobile**, including user flows, wireframes, prototypes, and high-fidelity UI.
- Build and maintain the **product design system**, reusable components, UI patterns, and organised Figma libraries for consistent design and smoother developer handoff.
- Work closely with **engineering, data, and marketing teams** to take features from early ideas through design, testing, and final implementation.
- Lead the **brand and website design** for Visceral, keeping the visual identity consistent across the product, website, and marketing touchpoints.
- Support user research and usability testing, using feedback and product behaviour to improve designs before release.

Graphic Design Manager · Ollion



Remote (APAC/US) | Dec 2020 – Present

- Lead brand and visual design for enterprise technology work across **websites, campaigns, presentations, events, sales materials, and digital** experiences.
- Work as both an **individual contributor and design lead**, taking projects from brief and concept through design, feedback, production, and final delivery.
- Partner with marketing, sales, engineering, and business teams across APAC and the US to turn complex requirements into clear, usable design.
- Build and maintain **brand systems, templates, and reusable design assets** that help teams work faster while keeping the brand consistent.
- Manage and mentor designers, review work, set direction, and help the team maintain quality across multiple projects.
- Use AI-assisted design tools as part of the creative process for exploration, production, and faster iteration where useful.

Graphic Designer · Axial Design Studio

Pune, India | Jun 2018 – Dec 2020

- Designed brand identities, websites, marketing materials, and digital campaigns for clients across different industries.
- Took projects from brief and concept through design, feedback, and delivery.

PROJECTS

Brand Designer · Subtle Movement Co.



Brand Identity + Ecommerce | Jan 2025 – Oct 2025

- Developed the brand identity and visual direction across packaging, digital touchpoints, product photography direction, and ecommerce.
- Helped establish a recognisable visual system that scales.