

HARIKRISHNAN B

Lead Creative Designer

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SUMMARY

I'm Harikrishnan, a multidisciplinary designer from Kerala, residing in Hyderabad now. I help brands stand out in the crowd—crafting cohesive brand identities, scalable packaging systems, and high-converting marketing creatives. I build stunning visual designs that feel completely intuitive to view and interact with.

EXPERIENCE

Lead Creative Designer OCT 24 - PRESENT (Absolut Pet (Ecomous Ventures), HYD)

- Founding team member of a ₹36-crore company, responsible for managing all the design elements including the website, packaging, and creative campaigns.
- Designed & maintained 25+ unique SKU packaging designs, ensuring consistent branding and tone for the company. (Total 70+ variants).
- Worked closely with performance marketing for Amazon, Blinkit, Google, Meta & other ad campaigns.

Marketing/Design Intern SEP 23 - NOV 23 (Play Games24x7, Bengaluru)

- Ranked among the top 100 unicorn companies in India, I actively worked with the creation of marketing creatives for the Asia Cup and World Cup for different platforms.
- Involved with the marketing team in order to effectively drive traffic and engagement from the creatives.

Creative Designer Intern FEB 23 - MAY 23 (Katha Infocom Pvt Ltd, Kochi)

- Successfully contributed to establishing strong brand recognition for the ad-targeting product called Unizone.
- Generated over 1M+ impressions by creating and managing visually captivating brand campaigns as a designer.

EDUCATION

Google UX Design Certificate Holder | Coursera & Google

Completed 07 individual courses included in the master Google UX course.

Computer Science Engineering BTech | College of Engineering Chengannur, Alappuzha

Graduated under APJ Kalam Technical University with a B.Tech in CSE and a CGPA of 7.0 in 2023

SKILLS

Illustrator	<div style="width: 80%;"></div>	80%
Photoshop	<div style="width: 90%;"></div>	90%
Figma	<div style="width: 80%;"></div>	80%
Capcut	<div style="width: 90%;"></div>	90%
Shopify	<div style="width: 70%;"></div>	70%
AI Suite	<div style="width: 90%;"></div>	90%

AWARDS & ACHIEVEMENTS

Conceptual App - User Interface Design

Received 2nd prize for the creation of the UI of an app conducted by TinkerHub KMCTE and TinkerHub ToCH.

IEEE Web Designing Champion

Received 1st prize in Web Designing conducted by IEEE SB Kerala Section.

PUBLICATIONS

Figma Community Resume Template

Successfully published a resume-building template on the Figma community for followers to duplicate & edit the file.

Word-Based Wallpaper Pack

Successfully published a set of word-based wallpaper templates on the Figma community.



- Website : <https://h-krish.framer.website/>
- LinkedIn : <https://www.linkedin.com/in/h-krish/>

- Instagram : https://www.instagram.com/krixel_studio
- Figma : https://www.figma.com/@h_krish