

Venkateshwaran Karthikeyan </VK>

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Key Skills

Identity Design
Brand Strategy
Graphic Design
Concept Ideation
AI prompt Engg.

Software

Figma
Affinity Designer
Affinity Photo
Adobe Creative Suite
Adobe Photoshop (Beta)
Obsidian
Framer
Wix - Website builder
Freeform

Interests

Graphic Design
Concept Ideation
Identity Design
Strategic Design
User-Centric Design
User Research
Process Building
Website Design
Mobile-app Design
Pitch-deck Design
AI prompting
Mood-boarding
Business Analysis
Design Management
Market Research
Design Thinking

Experience

SCADpro X Deloitte - Designer Jan 2024 - Mar 2024

- Collaborated on the US Decennial Census 2030 project, focusing on branding strategies to engage Gen-Z audiences.
- Designed and developed cohesive brand assets, including typography, color schemes, and visually compelling pitch decks.
- Worked cross-functionally to ensure branding consistency, strategic alignment, and successful project delivery.

Head of Design & Digital - Meishi Technologies Oct 2022 - Jul 2023

- Led design direction to create cohesive and impactful brand identities tailored to business objectives.
- Designed key brand assets, including logos, social media materials, and cohesive branding elements like typography and color schemes.
- Managed marketing strategies to enhance B2B client engagement & lead generation.

Graphic Designer - Meishi Technologies May 2022 - Oct 2023

- Designed marketing visuals, including brochures, event posters, and presentations, to improve product communication and brand visibility.
- Developed compelling creative assets aligned with marketing strategies to engage target audiences effectively.
- Conducted market research to ensure designs reflected industry trends and supported strategic goals.

UX Designer - Capital Setu Sep 2021 - Jan 2022

- Designed wireframes, high-fidelity mockups, and interactive prototypes for applications and websites, emphasizing user-centric UX/UI design.
- Managed end-to-end design processes, from low-fidelity wireframes to final design iterations, ensuring cohesive design systems.
- Iterated designs based on feedback from developers, clients, and team members to optimize functionality and user experience.

Education

M.A. Graphic Design & Visual Experience - 2025

Savannah College of Art & Design, Savannah

B.E. Electronics & Communication Engineering - 2022

Mepco Schlenk Engineering College, Sivakasi, India



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Cover Letter

To whom ever it may concern,

As a designer driven by purpose and creativity, I specialize in crafting experiences that bring ideas to life with pixel-perfect precision. I believe in thoughtful design that seamlessly combines form and function to tell compelling stories and create impactful brands. From breathing life into a brand's identity to aligning design solutions with user needs, my work is centered on meaningful outcomes.

With hands-on experience across branding, UX/UI design, and visual storytelling, I have developed cohesive visual identities and solutions that align with user and business objectives. At SCADpro x Deloitte, I collaborated on the 2030 US Decennial Census project, focusing on branding strategies to engage Gen Z audiences, delivering impactful designs that balanced innovation and clarity. My leadership at Meishi Technologies allowed me to direct projects that strengthened brand impact, ensuring user-centered results.

I listen deeply, design purposefully, and deliver solutions that elevate experiences, whether through crafting identities that speak stories or ensuring that every design element contributes to a cohesive narrative. I am passionate about working with you to contribute my skills and creative vision to your innovative projects.

I would love the opportunity to discuss how I can bring value to your team. Thank you for your time and consideration.

Sincerely,



Venkateshwaran Kartikeyan a.k.a VK

