

Bharti Rikeshkumar Nirmal

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Professional Summary

Creative and detail-oriented Graphic Designer with over 5+ years of experience in branding, marketing design, and digital media. Proficient in Adobe Creative Suite, with a strong portfolio showcasing impactful visuals for social media, presentations, and digital campaigns. Skilled in maintaining brand consistency, collaborating with teams, and managing multiple design projects from concept to completion. Passionate about creating compelling visual narratives that drive engagement and elevate brand identity.

Technical Skills

- **Design Tools:** Adobe Illustrator, Figma, Adobe XD.
- **Programming:** HTML, CSS, JavaScript (basic knowledge).
- **Project Management Tools:** Trello, Asana, Jira.
- **Marketing Tools:** WhatsApp Marketing, SMS Campaigns, Social Media Analytics.
- **Digital Asset Management:** Organizing and maintaining design libraries
- **Photo Editing:** Image retouching, content production, and visual enhancement

Professional Experience

Freelance Graphic Designer & UI/UX Designer (June 2024 – Present)

- Designed custom branding materials, including logos, business cards, and marketing collateral for various clients.
- Developed user-friendly website and mobile app interfaces to enhance user experience.
- Created engaging social media graphics and ad creatives, improving client engagement and visibility.
- Managed multiple projects simultaneously, ensuring timely delivery and high-quality results.
- Collaborated with clients to understand their vision and translate ideas into compelling designs.
- Provided consulting on UI/UX best practices to optimize digital platforms.

Graphic Designer & UI/UX Designer

Incscale Technologies Pvt. Ltd. (Mar 2023 – June 2024)

- Designed social media graphics, infographics, and marketing presentations, increasing engagement by 25%.
- Created high-quality digital banners and visuals for promotional campaigns.
- Maintained brand consistency across all design projects, ensuring alignment with company standards.
- Managed multiple design projects from concept to completion, meeting tight deadlines.
- Assisted in organizing and maintaining a digital asset library for easy accessibility.

Product Lead & UI/UX Designer

Alafied Solutions Pvt. Ltd. (Nov 2020 – Mar 2023)

- Led the design and development of branding materials, including brochures and presentations.
- Designed digital marketing assets that enhanced brand recognition and engagement.
- Worked closely with cross-functional teams to develop impactful marketing visuals.
- Managed multiple projects simultaneously, ensuring timely delivery of high-quality designs.

Projects

20-Minute Medicine Delivery UI/UX Application

Objective: Designed and implemented a user-friendly interface for a medicine delivery platform, ensuring seamless order placement and achieving a 20-minute delivery target for urgent healthcare needs.

Key Contributions:

- Developed an intuitive 3-step ordering process, simplifying user interactions and reducing friction.
- Designed and integrated a real-time delivery tracker, providing live updates to users and enhancing transparency.
- Implemented a predictive search feature to enable fast and accurate medicine lookup.
- Conducted user research and usability testing, gathering insights to refine workflows and improve accessibility for diverse user groups.
- Collaborated with developers and product teams to ensure seamless design-to-development implementation.

Tools and Technologies: Figma, Adobe XD, HTML, CSS, Agile Methodology.

Impact:

- Reduced average order placement time by 40%, enabling users to complete transactions in under 60 seconds.
- Increased customer satisfaction scores by 30% and platform engagement by 25% within the first quarter post-launch.
- Achieved a 95% success rate for meeting the 20-minute delivery benchmark.

Education

Bachelor of Engineering in Computer Science

Gujarat Technological University, Anand, Gujarat, India

Certifications & Achievements

- Google Professional UX design Certification 2021
- Increased Team Productivity: Implemented Agile methodologies, resulting in a 20% improvement in project delivery efficiency.
- Leadership Recognition: Awarded "Outstanding Team Leader" for successfully leading a cross-functional team in delivering a critical product launch.
- Attended Android Development Workshop to gain hands-on experience in mobile application development.
- Led a team for IEEE Workshops, showcasing leadership and organizational skills.
- Social Media Growth: Strategically grew a client's social media following by 35% in 6 months through innovative content and engagement strategies.