

# Vivek S L

UI/UX Designer & Visual Designer — Targeting Product Design & Product Management Roles

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## PROFILE

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Creative and results-driven UI/UX and graphic designer with an MBA in Marketing & Finance. Experienced in designing user-friendly digital products, brand systems, and visual content for client projects across UAE and GCC markets. Background spans product interface design, brand identity, social media content creation, and digital marketing — with a strong grounding in business strategy, consumer behaviour, and audience engagement. Transitioning toward Product Management, bringing a design-led, outcome-driven perspective to cross-functional teams.

## WORK EXPERIENCE

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### UI/UX & Graphic Designer

Feb 2025 – Present

*Turquoic IT Consultancy*

- Design user-friendly digital experiences, product interfaces, and brand assets for client projects across UAE and GCC markets.
- Create social media graphics, marketing creatives, and visual content aligned with client brand identities.
- Produce wireframes, user flows, and screen designs for web and digital product projects from brief to handoff.
- Collaborate with development teams and stakeholders to align design decisions with business goals and campaign strategies.

### Freelance Creative Professional

2018 – 2024

*Independent*

- Designed social media graphics, reels, posters, and promotional content for clients using Adobe Creative Suite and Canva.
- Produced brand identities and visual systems for scaling businesses across 6+ years of independent client work.
- Edited videos for marketing campaigns and online engagement, improving audience interaction and reach.
- Managed client social media accounts, experimenting with content formats and trends to grow audience.
- Created custom digital illustrations and visual assets to strengthen client branding and identity.
- Managed full client lifecycle independently — discovery, scoping, design iteration, and delivery.

### Jewelry Consultant Intern

Oct 2024 – Jan 2025

*CaratLane by Tanishq*

- Assisted in marketing promotions and in-store campaigns, contributing to customer engagement and brand visibility initiatives.
- Gained practical insight into consumer behaviour and purchase psychology in high-involvement retail environments.

### Customer Relations Intern

Jun 2023 – Aug 2023

*Bharti Airtel Limited*

- Engaged customers through service pitching and promotion; observed retail marketing and customer interaction strategies firsthand.

## DESIGN PROJECTS

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### Paperwerk — B2B Compliance SaaS Platform

UX Design / Information Architecture

End-to-end UX design for a multi-tenant compliance platform for UAE businesses — user flows, screen design, and information architecture structured across multiple user personas and permission levels.

### Alya Auditors — Audit Readiness Platform

UX Design / Conversion Design

Designed a multi-stage compliance checker and lead capture flow for a UAE audit firm, focusing on conversion architecture and user trust signals throughout the funnel.

### 4BC Global — MEA Research Firm Platform

Brand Identity / Web Design

Full brand identity system and digital platform for a specialist MEA market research and advisory firm — visual design, typography, layout architecture, and 30+ case study library.

### Insure First — Insurance Advisory Platform

Landing Page Design / B2B

Multi-route landing platform for a CBUAE-licensed insurance advisory firm, balancing regulatory context with conversion-focused UX for UAE and GCC audiences.

## SKILLS

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### UI/UX Design

User flows, wireframing, screen design, information architecture, UX research, interaction design, brand identity systems

### Digital Marketing

Social media management, content strategy, SEO fundamentals, community engagement, brand positioning, campaign management

**Tools:** Figma, Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro), Canva, Affinity Designer, VS Code, Claude Code, Cursor

### Content & Visual Design

Social media graphics, reels, posters, digital illustration, video editing, marketing creatives, copywriting, storytelling

### Business & Strategy

Market positioning, consumer behaviour, funnel strategy, stakeholder collaboration, client management, UAE/GCC market context

## EDUCATION

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### MBA — Marketing & Finance

*Amity University*

2022 – 2024

### BBA — Business Administration

*Amity University*

2019 – 2022

### Diploma in Advanced Animation

*Cavalier Animation, Trivandrum*

2016 – 2018