

Kunal Kishore

Multi-disciplinary Designer

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ACHIEVEMENTS

- With **over six years of experience** in creating interactive design and digital media. • Worked with ~700 clients globally at Creaxique Studio (founded in 2019) and helped it excel with **~310% revenue growth, ~77% client growth, and 103% growth in average selling price** by the end of 2022. Projects include UI designs, UX research, advertisements, print media, and banners.
- At OkCredit (a pioneer digital ledger app and a leading financial services provider in India), worked on multiple UI design optimizations to **increase user retention by ~10-15%**. Increased the **app install conversion rate by ~4-8%** through a series of optimization around the listing creatives on Google Playstore.

WORK EXPERIENCE

- **Senior Designer @ Creaxique Studio** | *September 2022 - Present* | *Glasgow, Scotland* | *Bangalore, India*
 - Executed UX research end-to-end for a variety of services. • Designed responsive UI designs for **mobile apps, web pages, online stores, and dashboards**. • Designed **WordPress & Wix websites** for a variety of businesses. • **Delivered over 700+ projects** around original digital animations, including product & promo videos, 2D, typography, cell and character animations for TV, social media videos, logo animations, and video ads. • Devised **creative strategies & advertisement** scripts and provided creative consultations.
- **Senior Creative Designer @ OkCredit** | *June 2019 - September 2022* | *Bangalore, India*
 - Oversaw various design tasks and **led a team of four-six designers** in the journey of going from **~100K users to over 50 million users**. • Carried out UI designs and conducted **extensive user research, including surveys, interviews and performed A/B and multi-lingual tests**. • Set up the UI/UX visual library, **created the brand identity guide**, and contributed to building design strategies fundamentals such as **brand sentiment and target groups**. • Oversaw partnerships with creative agencies, participated in production shoots, and worked on post-production of PR collaterals, user-generated content(UGC), and influencer & content marketing.
 - Designed banner ads and print media graphics, including flyers, newspaper & magazine ads, billboard design, transit and outdoor media, and other digital designs for marketing collaterals. • Worked on **mobile app push notifications for multiple growth funnels**, sent to millions of users daily to drive app engagement.
- **Creative Associate @ Kubric.io** | *May 2018 - June 2019* | *Bangalore, India*
 - Created video ads and statics for major **e-commerce client companies, including Amazon India, Swiggy, and Myntra**. • Oversaw designing **personalized ads on a large scale (over 15K) for Amazon prime day campaigns**. • Worked closely with product managers and the development team to bring insightful improvements. • Handled end-to-end creation process and ensured seamless collaboration and communication with team members and clients.
- **Junior Designer @ Local Design Agency** | *May 2017 - May 2018* | *Bangalore, India*
 - Worked on **illustrations, banners, and web designs for multiple global clients**. • Handled projects like brand logo animation, intro, character animations, and visual effects while strict adherence to brand guidelines and objectives. • Did assets pre-processing and assets management, ensuring meeting clients' expectations and tight deadlines.

EDUCATION & CERTIFICATIONS

- **M. Design - Design Innovation & Service Design** | **The Glasgow School of Art** | **Scotland**
- **B.E. Computer Science** | **Birla Institute of Technology, Mesra, India** | **2013- 2017**
- Google UX Design Professional Certificate.
- Google Ads Video Certification.
- Amazon sponsored brand video ads certification.
- After Effects CC: A complete advanced course by Udemy.
- Illustrator CC : A complete course by Udemy.

SKILLSET

- **Core:** Research, Critical thinking, Empathy, Problem-solving, service design & Design-thinking, Storytelling, Personas, Interviews & surveys, Collaboration, and Communication.
- **Functions:** Visual & Graphics Design, Copywriting, Branding & Identity, Illustrations, UI Design, Prototyping, Wireframing, Journeys, Experience Mapping, Storyboard, Motion graphics & 2D animation, and Video Production.
- **Tools:** Adobe Photoshop, Illustrator, After Effects, Figma, Sketch, Adobe XD, Premiere Pro, InDesign, Blender, HTML, CSS, JSON