

KAILASNATH RANI KRISHNARAO SRIDHARAN

Product Designer | UI/UX Designer

Bangalore, India | +91 96200 44858 | kailasrks6@gmail.com | [Portfolio](#) | [LinkedIn](#)

CORE SKILLS

Design: UI/UX Design, Interaction Design, User Centered Design, Wireframing, Lo-fi & Hi-fi Prototyping, Responsive Design, Visual Design, Illustration

Research: UX Research, Empathy Mapping, Usability Testing, User Flows, Personas, Journey Mapping, Information Architecture

Systems: Design Systems, Material Design, Grid Systems, Auto Layout, WCAG, AI-Assisted Workflows

Tools: Figma, Adobe XD, Adobe Creative Cloud, Miro, Notion, Framer, Wix, Webflow, Jitter, HTML/CSS

EXPERIENCE

Product & Visual Designer | [Hapup](#) | Hyderabad, India 2021 - 2022

- Owned and maintained a scalable design system covering packaging and print touchpoints, ensuring brand consistency across all customer-facing assets.
- Drove a **20% uplift in brand awareness** metrics by partnering with the Design Head to audit, maintain, and refine brand guidelines and design new product labels.
- Led iterative design cycles from concept to production-ready files, streamlining designer-to-printer handoff and reducing revision rounds.

Illustrator | [Petsky](#) | Kochi, India 2020 - 2021

- Engineered a standardised asset production pipeline for a mobile application, **cutting production time by 50%** while maintaining high visual quality.
- Built a comprehensive icon and illustration library aligned to the app's brand identity, improving visual consistency across screens.
- Translated client feedback into polished design iterations through structured consultation cycles, meeting both aesthetic and functional objectives.

Digital Content & Visual Designer | [Flames Pizza & Daily Ninja](#) | Bangalore, India 2018 - 2019

- Produced end-to-end video and digital content campaigns, tailoring visual pacing and storytelling to platform-specific audience behaviours.
 - Grew social media reach to **100K+ views** by applying data-informed content strategy and high-impact visual production.
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EDUCATION

MA, Digital Media Practice: Interaction Design | [University of Winchester](#) | UK 2022 - 2023

Specialised in UX research, usability testing, and advanced prototyping; built case study portfolio centred on human-centred design.

BA, Journalism & Mass Media | [CMS, Jain University](#) | India 2014 - 2017

Lead Designer, university magazine, managed layout design, typography, and visual branding.

CERTIFICATIONS

Google UX Design Professional Certificate · Coursera · 2022

Google AI Essentials · Coursera · 2025

RIGHT TO WORK

Indian national. Held UK Graduate visa 2023-2025. Open to remote & relocation (sponsorship visa routes).