ARUN KUMAR T

Senior Visual & UI Designer | Creative Technologist

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PROFESSIONAL SUMMARY

Senior Visual & UI Designer with 6.5+ years of experience delivering high-converting digital products, responsive web interfaces, brand identities, and multimedia campaigns for fast-scaling startups and global brands. Expert in translating product strategy into scalable design systems, executive pitch decks, and performance marketing assets. Adept at bridging visual design and technical execution using Figma, modern front-end tooling (HTML/CSS, Tailwind), and Generative AI workflows to accelerate production cycles and drive cross-functional alignment in remote-first environments.

CORE COMPETENCIES & SKILLS

Product & UI/UX: Mobile & Web UI Design, Design Systems & Component Libraries, Wireframing, High-Fidelity Prototyping, Responsive Web Design, User Flows

Visual & Brand Strategy: Brand Identity & Guidelines, Executive Pitch Decks, Performance Marketing Creatives (Meta & Google Ads), Typography & Visual Hierarchy

Multimedia & Creative Tech: On-Location Photography & Cinematography, Motion Graphics, Video Post-Production, Landing Page Development (HTML/CSS, Tailwind CSS), GenAI Workflows (Midjourney, Stable Diffusion, ComfyUI)

Tools & Software: Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Lightroom), Framer, VS Code, Git

PROFESSIONAL EXPERIENCE

Visual Design Head — Staydaze **Jan 2026 – Present | Bengaluru, India**

- **Product UI & Architecture:** Architect end-to-end responsive UI components and mobile application design systems in Figma, ensuring visual consistency and seamless user journeys.
- **Conversion-Driven Web Design:** Design and deploy high-converting web landing pages and acquisition assets, partnering with growth teams to optimize user acquisition funnels.
- **Executive Storytelling:** Craft high-stakes investor pitch decks, corporate presentations, and strategic collateral for C-suite leadership and stakeholder reviews.
- **Creative Operations & AI:** Implement generative AI asset pipelines and automated workflows, cutting multi-format design turnaround times across cross-functional sprints.
- **Full-Cycle Media Production:** Direct and shoot on-location photography and video campaigns, managing post-production, color grading, and motion asset delivery.

Independent Design Consultant — Self-Employed **May 2025 – Jan 2026 | Bengaluru, India**

- **End-to-End Product Design:** Delivered mobile app UI concepts, interactive wireframes, and scalable design assets for international startups and emerging brands.
- **Brand Systems & Identity:** Developed complete brand kits, identity guidelines, pitch decks, and marketing collateral for multiple product launches across web and print.
- **Cross-Functional Execution:** Managed full-lifecycle client deliverables independently, integrating rapid front-end prototyping and motion assets into product roadmaps.

Senior Visual Designer / Design Lead — Credvest India Pvt. Ltd. **Jul 2022 – Jan 2025 | Bengaluru, Karnataka**

- **Creative Leadership:** Led and mentored a team of designers, managing sprint planning and workflow distribution across 15+ active client accounts.
- **Performance Marketing Design:** Designed high-performing ad creatives, carousel assets, and video campaigns for Meta and Google Ads, analyzing performance data to iterate on CTR and conversion.

- **Web & Landing Pages:** Created responsive website layouts and interactive landing page wireframes in Figma, ensuring seamless handoff to development teams.
- **Brand Development:** Formulated brand identity systems, typography guidelines, and promotional print collateral for new corporate initiatives and commercial launches.

Visual Designer — Enzo Realty **Mar 2025 – Jul 2025 | Bengaluru, India**

- Produced targeted Meta ad creatives and multi-format social graphics designed to boost inbound lead generation and customer acquisition.
- Standardized visual branding and digital asset templates across marketing campaigns, maintaining brand coherence across all digital touchpoints.

Video Editor & Motion Designer — Vedantu Innovations Private Limited **Oct 2021 – May 2022 | Bengaluru, Karnataka**

- Directed post-production workflows and edited 100+ high-engagement digital video assets for major YouTube channels and educational platforms.
- Implemented motion graphics, color correction, and audio mastering standards to maintain high-retention viewer experiences across digital distribution channels.

Graphic Designer & Visual Content Creator — MyCaptain **Dec 2019 – Oct 2021 | Bengaluru, Karnataka**

- Designed digital marketing banners, custom illustrations, and social media campaigns that drove engagement across student communities and digital channels.

EDUCATION & LANGUAGES

Bachelor of Science (B.Sc.) in Multimedia and Animation — VIT University, Vellore, India **Graduated 2020**

Languages: English (Fluent / Professional Proficiency), Tamil (Expert / Native Proficiency)