

Divya Venkatesh

Multidisciplinary UX/UI & Visual Designer

Product Experiences | Brand Identity | Design Systems | Digital & Experiential Design

CONTACT

divyavenkatesh073@gmail.com | +91 8861300907 | Bengaluru, India

Portfolio: <https://www.behance.net/Divyavenkatesh>

Multidisciplinary UX/UI and Visual Designer with 5+ years of experience designing digital products, brand identities and visual systems across web, print, physical and experiential touch-points. Experienced in shaping interfaces and scalable design systems while maintaining strong visual consistency across product and brand experiences. Strong foundation in typography, layout, colour and composition, with hands-on experience collaborating with development and marketing teams from concept through implementation.

CORE SKILLS

UX / DIGITAL PRODUCT DESIGN

UI/UX Design · Web & Interface Design · Design Systems · Responsive Design · Digital Product Experiences · Developer Collaboration · Wire Framing · Prototyping · User Flows · Interaction Design · UX Research · Usability Testing · Information Architecture · Accessibility · Design Handoff · Design QA ·

BRAND & VISUAL DESIGN

Brand Identity · Visual Systems · Typography & Layout · Digital & Print Design · Illustration & Visual Storytelling · Creative Direction · Experiential & Communication Design · Brand & Experiential Design · Presentation Design · Merchandise & Packaging · Cross-Functional Collaboration ·

EXPERIENCE

Graphic & UI/ UX Designer @ **Wolffkraft**

SEP 2024 – PRESENT

- Designed and launched the end-to-end interface for a live crowdfunding platform, working closely with the development team through integration and implementation.
- Designed an admin platform supporting organisations, campaigns, events, users and platform operations, translating complex operational requirements into structured digital interfaces.
- Built a scalable design system to establish consistent UI patterns, responsive behaviour and reusable foundations for future product development.
- Extended the organisation's design language beyond digital products by developing concepts for an in-house store, physical products and community collateral across print and digital touchpoints.

Brand Communication Specialist @ **MADLAB**

DEC 2022 – JULY 2024

- Conducted brand, market and audience research to inform positioning, visual identities and communication systems.
- Contributed to Sofab, shaping the brand proposition and customer experience across visual identity, digital interfaces and the physical in-store sofa-assembly journey.
- Translated brand systems into responsive digital experiences, designing and implementing websites using Figma, Shopify and Framer.
- Helped maintain consistency between brand strategy, visual communication and customer-facing digital experiences across touch-points.

Graphic & UI/UX Designer @ **OneOrigin**

AUG 2022 - NOV 2022

- Created editorial layouts, illustrations, character concepts, identity assets and digital content across visual communication projects.
- Contributed to animation-film character development and the visual identity of a subsidiary brand.

Graphic Designer & Illustrator @ **72 Dragons**

JUN 2021 – AUG 2022

- Created editorial layouts, illustrations, character concepts, identity assets and social content.
- Contributed to animation-film character development and the identity of a subsidiary brand.

RECOGNITION

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| • Silver Winner – UI Design: IFP Design Challenge, Season 15 (2025) | <u>Project: Unpluggd</u> |
| • Top 10 Nominee: IFP Design Challenge, Season 14 (2024) | <u>Project: Eldr</u> |
| • Top 10 Nominee: IFP Design Challenge, Season 13 (2023) | <u>Project: Hazard Ease</u> |

TOOLS

Figma · Adobe Creative Suite · Photoshop · Illustrator · InDesign · After Effects · Premiere Pro · Apple Keynote · Slides · Framer · Shopify · Webflow · Blender · Fusion 360 · Sketch ·