



SOMESH KUMAR

Visual Designer (Graphic & Motion Specialist, UI/UX designer)

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in linkedin

portfolio: <https://someshkr.com/>

EDUCATION

Bachelors of Design
(Communication Design)
National Institute of Fashion
Technology (NIFT), Bengaluru

SKILLS

Creative & Technical Skills

- Graphic Design
- Motion Graphic
- UI Design
- User-Centered Design (UCD)
- Wireframing & Prototyping
- Interaction Design (IxD)
- Responsive Design
- Creativity & Innovation
- Design Principles
- AI integrated design

Design & Creative Tools

- Adobe Suite: Photoshop, Illustrator, InDesign Premier pro, Firefly
- Canva

3D & Motion

- Adobe After Effects
- Blender
- 3ds Max & Maya

Web & UI Tools

- Adobe XD, Figma, Webflow, Wordpress, Framer
- HTML & CSS

Productivity

- MS Office Suite
- Google Workspace

AWARDS & RECOGNITION

- Quarterly Rewards & Recognition – Myntra (2023)
- Project Excellence Award – Aon (2021)

PROFILE

Visual Designer with 8+ years creating impactful brand visuals, motion graphics, & user interfaces for top brands including Myntra, Decathlon, & Aon. Recognized for blending creativity with user-focused design, driving measurable boosts in engagement & brand recognition. Skilled in managing projects end-to-end, collaborating across teams, & delivering on tight deadlines.

WORK EXPERIENCE

Myntra, Associate Graphic Designer (Jan 2022 – Present)

- Led redesign of product detail page, boosting click-through rates and improving conversion metrics.
- Developed a comprehensive VTSA icon and infographic glossary, streamlining design consistency across the app.
- Created banners, rich content artworks, and motion elements for seasonal campaigns.

Aon, Graphic Designer (Sept 2018 – Jan 2022)

- Designed motion graphics, infographics, and responsive web visuals for internal and client-facing projects.
- Built a global icon glossary.
- Collaborated with cross-functional teams across India and US regions to deliver cohesive branding materials.

Oive Design, Graphic Designer (Aug 2016 – Sept 2018)

- Delivered branding, packaging, and marketing campaigns for clients including Decathlon, Knab Finance, and Paratha Factory.
- Produced motion graphics for social and digital ads, increasing client engagement metrics.

DailyNinja, Graphic Design Intern (Jan 2016 – May 2016)

HomeTriangle, Graphic Design Intern (Jun 2015 – Jul 2015)

Freelance Graphic Designer, CrazyHeads.co (2014 – 2015)

KEY PROJECTS & ACHIEVEMENTS

- Myntra PDP Revamp – Led UX and visual overhaul, increasing add-to-cart rates by 15%.