



Maheswaran

LEAD CREATIVE DESIGNER

10 years of experience in UI/UX & graphic design, with a focus on AI products and digital branding. Proven ability to lead teams, craft user-centered designs, and deliver impactful visual solutions across web and mobile platforms.

Contact Info

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Address
Coimbatore, Tamil Nadu

Portfolio

Website
maheswaran.tech

My Skills

- Design**
- User Interface Design
 - User Experience Design
 - Interaction Design
 - Information Architecture
 - Wireframing
 - Prototyping
 - Responsive Web & Mobile App Design
 - Graphic & Print Design
 - Motion Graphics
 - Video Editing
 - Branding
 - Vibe Coding
- Tools**
- Figma | Miro | Adobe CC (XD, Photoshop, Illustrator, Premiere Pro, After Effects, InDesign, Lightroom, Animate, Audition)
Wordpress | Blender | Microsoft 365 | Lovable | Bolt | Deepsite

Awards

- Spot Award**
Aug 2022 • Ignitho
- Best Performer of the Year 2018 & 2017**
Excellence in Production • Personiv
- Perfect Attendance for the Year 2017**
100% Attendance • Personiv
- Rewards & Recognition**
Feb 2018 • Personiv
- Rewards & Recognition**
Jan, Feb, Oct, Dec 2017 • Personiv
- Rewards & Recognition**
Dec 2016 • Personiv

Work Experience

- Piquial (Nuivio Ventures India Pvt. Ltd.)** **Chennai**
Lead Creative Designer **Mar 2023 - Present**
- Led the creative direction for 4 AI products by designing intuitive user interfaces.
 - Designed an AI-powered interview platform, helping the company to hire 60% faster.
 - Mentored 5 designers, enhancing design quality and improving collaboration within Scrum.
 - Delivered UI/UX solutions for 6 client projects, crafting responsive and accessible designs.
 - Produced video and graphic content for marketing campaigns, resulting in 28% higher engagement.
- Senior UI/UX Designer** **Mar 2022 - Feb 2023**
- Revamped 4 company websites, enhancing UX and increasing session duration by 42%.
 - Designed UI for 2 internal products, enhancing user flows and accelerating design delivery by 26%.
 - Revamped UI for a US-based healthcare app, significantly improving user experience and retention.
- Color Power Printing and Publishing** **Dubai**
UI, Web and Graphic Designer **Sep 2019 - Nov 2021**
- Designed responsive UI and graphic assets for web, mobile, and digital marketing platforms.
 - Worked with cross-functional teams to ensure consistency and accessibility for the UAE market.
 - Used wireframes, prototypes, and A/B testing to boost engagement across platforms.
 - Built WordPress websites for multiple clients with responsive design & easy content management.
- Personiv** **Coimbatore**
Graphic Designer **Aug 2016 - Aug 2019**
- Designed impactful print ads with creative layouts and logos using Adobe Illustrator and Photoshop.
 - Ads featured in Dex Media Yellow Pages, helping businesses boost visibility across regions.
 - Ensured all designs met brand standards and were optimized for high-quality print production.
 - Recognized as Best Performer in 2017 and 2018 for exceeding 100% in production targets.
- XSec Technologies** **Coimbatore**
Web and Graphic Designer **May 2015 - June 2016**
- Contributed to website planning, including layout design, color selection, and image choices.
 - Addressed phishing & hacking threats on US-based sites to enhance security & user protection.
 - Designed posters for both digital and print media, ensuring visual appeal and brand consistency.
 - Built more than 15 websites on WordPress with responsive design & easy content management.

Education

- M.Sc Software Systems** **Coimbatore**
Sri Krishna Arts and Science College **Jun 2010 - Apr 2015**

Certifications

- AI For Designers** **Mar 2024**
Interaction Design Foundation
- Enterprise Design Thinking Practitioner** **Jan 2024**
IBM
- Product Design Job Simulation** **Jan 2024**
Forage
- Google UX Design** **Dec 2023**
Coursera
- User Experience Design Essentials** **Mar 2021**
Udemy