

Rakesh

An independent product and brand designer who approaches design from a holistic perspective of how it fits with the business, people and the market. Skilled at both the problem-solving and the creative aspects of design.

EXPERIENCE

rakesh@radesign.in
radesign.in

Independent UI/UX & Brand Identity Designer

2011–Present | Remote

Designed iOS apps, Android apps, web apps, websites, landing pages, brand identities, logos and marketing collateral.

Researched and understood products, users and markets from a business perspective.

Worked with stakeholders to flesh out product goals and features.

Created user personas, user flows, wireframes, interactive prototypes and visual comps.

Designed brand identities and marketing collateral.

Developed design style guides and brand guidelines.

Collaborated with engineers to implement designs.

Served as a user advocate in all aspects of a product.

Written copy for landing pages and website homepages.

Project Engineer in a manufacturing firm

2003–2011 | India

EDUCATION

Bachelor of Engineering (Mechanical)

CHARACTERISTICS

Ethical, conscientious, friendly, logical, analytical, creative, no-nonsense, smart-working, team player, proactive, good listener, avid reader.

SKILLS

Product Strategy
Information Architecture
Interaction Design
Wireframing
Prototyping
Visual Design
Style & Brand Guides
HTML & CSS
Copywriting
Teamwork

TOOLS

Affinity Designer
Adobe Photoshop
Marvel
HTML & CSS
Looking to learn Sketch and Figma

ACHIEVEMENTS

Repeat clients
Features/interviews in design magazines