

Betsy Kuruvilla

Digital Designer

betsysusan11@gmail.com
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Experience

Digital designer with 2.5 years experience and a background in Visual design and UI/UX, based out of India.

[Website](#) | [Behance](#) | [LinkedIn](#)

Alinea Invest / Digital Designer

11/2020 - 01/2023, Remote

Evaluated user feedback and interviews to uncover insights and brainstorming ideas to improve the user experience

Worked on wireframes, prototypes, and high-fidelity mockups to communicate design solutions effectively.

Concepting and designing for a range of digital and print components including websites, presentations, partnership marketing materials, landing pages, & emails designs.

Fashion Identity / Graphic Designer

05/2019 - 11/2019, Mumbai

As the sole graphic designer in the office, I held responsibility for all design needs across both print and digital media.

Worked closely with the marketing team to promote the social media handles of beauty brands and in the execution of various campaigning plans.

Skills

Desk research, User interviews, Persona building, Competitive analysis, Mapping user journey, Task flows, Information Architecture, Low fidelity & High fidelity wireframing, Prototyping, Product strategy, Branding, Visual design & Illustrations.

Tools

Figma, Figjam, Adobe XD, Adobe Illustrator, Adobe Photoshop, Blender, Miro, also familiar with HTML & CSS

Education

Diploma in User Experience Design / Design Mortals Academy

2020, Mumbai

Diploma in Graphic Design / Arena Animation

2019, Mumbai

Bsc Zoology / SIES College of Arts, Science & Commerce

CGPA : 6.71/7

2018, Mumbai