

Betsy Kuruvilla

Digital Designer

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Digital designer with 3 years experience in Visual design and UI/UX, crafting visual stories and designing experiences that are engaging, intuitive and functional.

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

Experience

Alinea Invest / Digital Designer

2020 - 2023, Remote

Ideated and designed solutions that cater to the unique needs, preferences, and behaviors of GenZ towards investing.

Translated complex financial concepts into visually engaging graphics and illustrations that resonated with GenZ.

Concepting and designing for a range of digital assets for web, social media platforms, pitch decks, landing pages, & emails leading to more brand awareness and traffic.

Fashion Identity / Graphic Designer

2019, Mumbai

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

Collaborated closely with the marketing team in executing successful marketing and promotional campaigns, ensuring designs align brand guidelines with campaign objectives.

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, Webflow, Miro, Notion, Slack, Asana, 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

2018, Mumbai
