ASWATHY SUDHAKARAN

UX/UI Design | Graphic Design | Website Design
Motion Graphics | Multi-disciplinary designer

+49 176 32466106 │ aswathys19@outlook.com

linkedin.com/in/aswathy-sudhakaran-606445201/

Portfolio: aswathy-sudhakaran.com

Graefestrasse 41, 10967, Berlin, Germany │ DOB: 19/01/1999 │ Nationality: Indian

SUMMARY

I have 5 years of academic background in the design field and 2 years of professional work experience in graphic design. I have worked and collaborated with start ups and advertising companies as an employee and as a freelance designer. Actively seeking opportunities for the position of a UI/UX Designer or a Graphic Designer.

EXPERIENCE

Brand Activator │ June 2024 - August 2024
Adidas(Act.3) - Berlin, Germany
Supported in brand activation and other activities during the UEFA Euro 2024 in Berlin.

Graphic Designer │ January 2022 - March 2023
Remote Freelance Design - Kerala, India
Creating social media posters for Australia-based companies.
Creating print design for boutiques, clothing stores etc.
Branding & promotion design for a start-up wellness brand.

Graphic Designer │ January 2022 - April 2022
Namas Industries - Kerala, India
Branding and social media promotion for the company, website design and creating video presentations.

Graphic Designer │ August 2021 - January 2022
Aspiration Advertising Pvt Ltd - Bangalore, India
Ad creatives, menu and book design for digital and print.
Video editing for social media promotions.
Major clients: Hilton, ITC, Infosys, FCBM.

EDUCATION

MA IN VISUAL AND EXPERIENCE DESIGN
University of Europe for Applied Sciences - Potsdam, Germany
March 2023 - February 2024

This course enabled me to identify problems and create meaningful solution. It empowered me to leverage modern technology for product development and helped me push my boundaries to develop my design thinking skills as well as my creative skills.

BACHELOR OF FASHION TECHNOLOGY - APPAREL PRODUCTION
National Institute of Fashion Technology - Chennai, India
May 2017 - April 2021

This course provided me with a strong foundation in design, communication, fashion, apparel production planning and technology.
It served as the right platform to develop my core skills in design.

HARD SKILLS

Adobe Suite, Figma, Sketch
WordPress
User experience design
Wireframing, prototyping
User-centered design
Research methodology
Visual design
Interaction design
HTML, CSS, JavaScript
Design strategy
Information architecture
Visual communication
Interface design
Usability testing
User research
Design thinking

SOFT SKILLS

Problem solving
Organized
Reliability
Adaptability
Analytical skills
Observant & Empathetic
Teamwork (collaborating, supporting)
Intercultural communication
Active learner
Time management

LANGUAGES

English (Native/bilingual)
German (A1)
Malayalam (Native/bilingual)
Hindi (professional)
Tamil (professional)

ACHIEVEMENTS

• Won the Most Innovative Project Award for my Bachelor's Graduation Project at National Institute of Fashion Technology, Chennai, India.
• As the only designer at the previous startup company I worked for, I successfully created a brand identity and an online presence for the company.
• Utilized my illustration skills to build a new client base for event invitation design for my former employer.