

# BARANI KUMAR

GRAPHICS/ PACKAGING & UX DESIGNER

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A: Kundrathur, Chennai -69



## TOOLS

Photoshop      Premiere Pro  
Illustrator      After Effects  
XD      WordPress  
Figma      CorelDraw  
Indesign  
Blender  
Firelfy

## SKILLS

**Graphics & Digital Design:** Packaging, Print & Digital Collateral, Social Media Management.

**Product Design:** User Research, Responsive Design, Wireframing, Prototyping, Heuristic Evaluation, Usability Testing, Design System.

**Visual Design:** Typography, Branding, Motion

**Ai Assisted:** Ai-Integrated & Sustainable Design

**3D Design:** Modelling, Rendering & Visulaization

**Programming:** HTML/CSS

**Communication & Colloboartion:** Client Managament, Design Presentation, Cross Functional Coordination, Team Leadership, Project Management, Asset Management.

## CERTIFICATIONS

Google UX Design Professional - Certificate by Coursera, April 2025  
Project Management for Begineers - Certificate by PMI, 2020

## LANGUAGES

Tamil  
English  
Telugu

## EDUCATION

**MBA in Operations Management**  
Jun 2021, Anna University

## ABOUT ME

*Creative and results-driven Graphics, Packaging & UX Designer with over 7 years of experience delivering compelling visual solutions across print, packaging, and digital platforms. Expertise in brand storytelling, FMCG packaging innovation, and user-centric digital design. Known for transforming ideas into impactful, functional designs that enhance user engagement and drive business growth. Strong focus on maintaining design quality, consistency, and timely project delivery.*

## WORK EXPERIENCE

### Graphics/ Packaging & UX Designer

2020-Present

GG Organics Pvt. Ltd.

- Led end-to-end design initiatives encompassing brand strategy, packaging, marketing materials, and UX design-ensuring consistent brand identity and on-time, high-quality delivery.
- Designed and executed packaging for 10+ FMCG products, from concept through print-ready artwork, boosting shelf appeal by 40% and enhancing brand recall at trade points.
- Improved packaging cost-efficiency and sustainability, achieving a 25% reduction in material costs and a 15% improvement in environmental performance.
- Conducted user research and usability testing for Mugi's eCommerce platform; enhanced mobile UX, navigation flow, and content hierarchy, leading to a 25% increase in conversion rates and a 20% rise in user satisfaction.
- Collaborated cross-functionally with marketing, product, and sales teams to align design strategies with business goals, contributing to a 10% increase in overall sales.
- Produced high-quality 3D product visualizations for new launches, marketing campaigns, and exhibitions-boosting engagement by 30% across online and offline channels.
- Mentored and guided junior designers, improving design team productivity by 20% and elevating quality and consistency of output.

### Project Assistant

2017-2020

Central Leather Research Insititute

- Designed and coordinated multiple print and digital graphic design projects under tight deadlines, delivering high-quality layouts for reports, presentations, and publications.
- Collaborated with internal teams and clients to refine designs based on iterative feedback, resulting in a 25% improvement in project satisfaction ratings.
- Assisted in designing and developing a Project Management System (PMS) for artisanal skill development programs, contributing to the creation of workflows/process flows and coordinating with the team throughout the system development process