

# Viresh Gandhi

UI/UX Designer | Senior graphic designer

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## PROFILE SUMMARY

Strategic UI/UX and Creative Specialist with over 13 years' experience delivering scalable, visually engaging solutions for top e-commerce brands. Strong leader in crafting cohesive digital campaigns and seamless user journeys using industry best practices and analytics. Consistently increases performance metrics through team collaboration and innovative design system application.

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## KEY COMPETENCIES

- UI/UX Design
  - Responsive Web Design
  - Visual Branding
  - Marketing Automation creatives
  - Performance Data Analysis
  - Wireframing & User Flows
  - Digital Campaign Design
  - Team Leadership
  - Email & Social Media Creatives
  - Cross-Functional Communication
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## CORE RESPONSIBILITIES & DUTIES

### Campaign & Creative Design:

- Conceptualize and design creative assets for digital and offline marketing campaigns.
- Develop and manage visuals for websites, including homepage banners, listing pages, promotional modules, and in-page creatives.

### Landing Page Creation:

- Create high-converting landing pages based on specific campaign goals and user experience best practices.
- Coordinate with tech teams for timely implementation and updates across digital platforms.

## Marketplace Collaboration:

- Partner with marketplace teams to deliver tailored creatives, enhancing brand presence and consistency across third-party e-commerce channels.

## Data-Driven Design Approach:

- Evaluate creative performance using marketing data and KPIs to guide design optimizations.
  - Spearheaded the creation of a Weekly Task Meeting (WTM) dashboard for the branding team, enabling structured performance analysis and continuous creative improvement.
  - Known for delivering under tight deadlines, I collaborate cross-functionally to translate marketing objectives into compelling design solutions that amplify brand identity, enhance user engagement, and support strategic business goals.
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## PROFESSIONAL EXPERIENCE

**Candere by Kalyan Jewellers**  
**UI/UX | Senior Graphic Designer**  
www.candere.com

**Aug 2018 - July 2025**

**2018 - 2022** - Experience in UI/UX design, revamped homepage, listing page, and PDP page, created high-converting landing pages, and closely collaborated with the tech team to implement updates and improvements.

**2022 - 2023** - Created automation templates and broadcast templates, set automation strategies, and worked closely with marketing and tech teams to ensure seamless execution.

**2023 - 2025** - Led campaign execution, project management, team leadership, creative strategy, and planning while working in close coordination with both tech and marketing teams.

### Additional Achievements:

- Designed and optimized UI for web and mobile, including landing and product detail pages.
  - Developed high-performing creatives for social media, GDN, and email campaigns with a 2.5% average CTR.
  - Built and maintained the “Weekly Task Meeting” (WTM) dashboard for streamlined project tracking.
  - Maintained brand consistency using scalable design systems and reusable components.
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- Led UI and creative direction for the e-commerce platform.
  - Created marketing assets for email, social media, and GDN aligned with brand goals.
  - Produced campaign creatives for festive and category promotions, enhancing engagement.
  - Worked closely with tech and e-commerce teams to ensure seamless asset integration.
  - Delivered over 300 creatives aligned with branding and performance benchmarks.
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**Ciemme Jewels Ltd.**  
**Senior Graphic Designer**

**May 2010 – Nov 2014**

- Directed visual branding across exhibitions, festive campaigns, and promotional events.
  - Managed jewelry styling, photo editing, and placement for digital content.
  - Created marketing materials including brochures, posters, and brand logos.
  - Developed creative strategies for both digital and traditional marketing initiatives.
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## **EDUCATION**

- **Bachelor of Science**, Mumbai University
  - **Diploma in Multimedia**, Arena Multimedia
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## **SOFTWARE TOOL PROFICIENCY**

- Figma, Adobe XD, Photoshop, Illustrator, Coreldraw
  - Google Studio, Google Analytics, WebEngage.
  - HTML/CSS (Basic), Trello, Jira
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