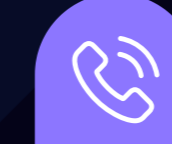


# Hi! I'm Gayathri

Driven by dedication and commitment, my passion for design fuels my journey. With an unwavering pursuit of excellence, I continuously strive to deliver top-notch results in the ever-evolving landscape of digital design. As a Designer, I merge technical expertise with creative flair to craft visually captivating and functional interfaces for digital platforms. My collaborative approach ensures that designs align seamlessly with user needs, business objectives, and technical requirements. If you're seeking a creative partner who embraces innovation, attention to detail, and a user-centric design philosophy, I'm here to bring your ideas to life. Let's collaborate and create something extraordinary together!



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## Education

### Interactive Media Management

[Sheridan College, Ontario, Canada](#)

This 1-year program merges technology, creativity, and business acumen, offering hands-on training in user experience design, digital marketing, web design, web development, and multimedia production.

2021 - 2022

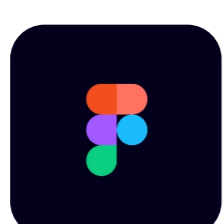
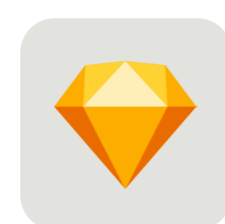
### Bachelor in Fashion Communication

[National Institute of Fashion Technology, India](#)

This 4-year program focuses on the dynamic intersection of fashion, media, and communication. It equips individuals with skills in visual merchandising, styling, journalism, graphic designing, animation, print designing, preparing them for diverse roles in the global design industry.

2014 - 2018

## Technical Skills



## Experience

2022 - PRESENT - 2 years

### Website and Graphic Designer

[Caorda Web Solutions - Canada](#)

As a Website and Graphic Designer at Caorda, I am tasked with creating visually captivating and functional interfaces for websites and digital platforms. I have led at least 30-40 design projects, working extensively on branding, UI/UX, and print projects to ensure cohesive and impactful visual identities. Collaborating closely with clients and internal teams, I ensure that designs align with user needs, business objectives, and technical requirements. My role is pivotal in crafting seamless and intuitive digital experiences that resonate with audiences and drive success for clients and stakeholders alike.

In addition to my design responsibilities, I work closely with the development team to build websites using Elementor. I have been involved in the creation of 20-25 websites, participating in every stage of the process—from the initial client meeting, planning, and designing, to developing on Elementor, conducting pre-launch and post-launch reviews, and managing post-launch updates.

2018 - 2020

### Graphic Designer Designer

[Vymo Solutions - India \(US based company\)](#)

2020 - 2021

### Senior Graphic Designer

[Vymo Solutions - India \(US based company\)](#)

2021 - 2022

### Design Team Lead

[Vymo Solutions - India \(US based company\)](#)

In my role at Vymo, my responsibilities spanned a broad spectrum of graphic design disciplines, encompassing typography, layout, composition, iconography, and color theory. Utilizing industry-standard tools like Adobe Photoshop, Illustrator, and After Effects, I've showcased proficiency in creating compelling visuals and dynamic animations. Furthermore, I've been instrumental in the development and implementation of style guides and design systems to ensure a consistent and cohesive visual identity across projects. My technical prowess extends to crafting adaptable, efficient, and scalable UI solutions rooted in a profound understanding of user experience principles and information design. Through collaborative efforts within web and video environments, I've seamlessly integrated UI features, enriching user interactions and enhancing overall engagement. My relentless pursuit of perfection and passion for innovation continually drive me to refine and elevate my craft. As I transitioned from a Graphic Designer to a Design Team Lead at Vymo, I've consistently pushed the boundaries of creativity and functionality, leaving an enduring imprint on projects and teams alike.