

# Hariprasad B — Designer

– India

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## Summary

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A multidisciplinary designer specializing in **branding**, **UI/UX design**, and **generative AI**, complemented by a strong engineering background. With over 6 years of experience starting in 2018, in areas such as digital design covering graphics, branding, and creating user-focused designs that ensure outstanding user experiences. Proficient in **3D modeling**, **interaction design**, and **visual storytelling**, with extensive knowledge of front-end engineering (React / Next.js) to develop cohesive and functional designs.

## Design Skills

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**Branding:** Brand identity, logo design, visual storytelling, brand guidelines creation.

**UI/UX Design:** User-centered design, wireframing, prototyping, user flows, interaction design.

**3D Modeling:** Adobe Dimension, Blender, Spline (for branding and product visualization).

**Creative Tools:** Adobe Creative Suite (Photoshop, Illustrator, XD), Figma, Sketch.

**Design Systems:** Atomic design principles, UI kits, responsive design, accessibility principles.

**Generative AI:** Using AI tools to enhance design workflows and create innovative concepts.

## Engineering Skills

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**Technical Proficiencies:** HTML, CSS, JavaScript, TypeScript, React, Next.js.

**Backend Integration:** Experience in coding Frontend and connecting it with backend systems using APIs.

**Version Control:** Git, GitHub, collaboration tools.

## Professional Experience

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### Metastart

*Senior UI/UX Designer*

**Bengaluru, India**

*Mar 2023 – Present*

Contributed to the company's growth by crafting products with a high-end user experience. Established well-structured design standards for the future design team. Assisted engineers in front-end development SEO, analytics website optimization techniques

### Lets Evolve

*Design Lead*

**Pune, India**

*Jan 2024 – Present*

Leading design team to create innovative brand identities and digital experiences in the Fintech domain. Managing the design process from ideation to final execution. Pioneering the use of **generative AI** for enhancing design workflows and delivering creative solutions.

### Skill Instill

*React Engineer*

**Chennai, India**

*Jan 2024 – Jul 2024*

Developed complex dashboard application using **React**, which helped scientists migrate from a traditional MATLAB-based tool to a modern React app. Integrated APIs and ensured optimal performance while maintaining design integrity.

## Education

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**APJ Abdul Kalam Technological University**

*Bachelor of Technology in Computer Science Engineering, 7.1 CGPA*

**India**

2019 – 2024

**RKS**

*Higher Secondary Certificate*

**India**

2017 – 2019

## Languages

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**Tamil:** Native

**English:** Advanced

**Malayalam:** Intermediate

**Hindi:** Beginner

**German:** Beginner

## Licenses

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**Driving License Categories:** B, A, A1