DIVYA VENKATESH

PORTFOLIO | LINKEDIN | BEHANCE

UX/UI & Visual Designer

Product Design | Brand Identity | Design Systems | Digital & Experiential Design

CONTACT

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Multidisciplinary UX/UI and Visual Designer with 5+ years of experience across digital products, brand identities and visual systems. Skilled in creating intuitive interfaces, scalable design systems and cohesive brand experiences across web, print and physical touchpoints. Strong in typography, layout and visual storytelling, with hands-on collaboration across design, development and marketing teams.

CORE SKILLS

UX / PRODUCT DESIGN

UI/UX Design · Design Systems · Wireframing & Prototyping · User Flows · Interaction Design · UX Research · Usability Testing · Responsive Design · Information Architecture · Design QA

CREATIVE / VISUAL DESIGN

Brand Identity · Visual Systems · Art Direction · Typography & Layout · Campaign Design · Digital & Print Design · Creative Concept Development · Illustration & Visual Storytelling · Editorial Design · Experiential Design

EXPERIENCE

Wolffkraft

Graphic & UI/UX Designer | SEP 2024 - PRESENT

- Designed and launched the end-to-end UX/UI for a live crowdfunding platform, collaborating closely with developers through implementation and QA.
- Designed an admin platform for managing organisations, campaigns, events, users and platform operations.
- Built a scalable design system with reusable components, responsive patterns and consistent UI foundations.
- Extended the brand beyond digital products through concepts for an in-house store, physical products and community collateral.

Madlab

Brand Communication Specialist | DEC 2022 - JUL 2024

- Conducted brand, market and audience research to inform positioning, visual identities and communication systems.
- Helped shape Sofab's brand proposition and customer experience across identity, digital interfaces and the physical in-store journey.
- Designed and implemented responsive websites using Figma, Shopify and Framer.
- Maintained visual consistency across brand strategy, marketing communication and digital customer experiences.

OneOrigin

Graphic & UI/UX Designer | AUG 2022 - NOV 2022

- Created editorial layouts, illustrations, identity assets and digital content across visual communication projects.
- Contributed to character development for animation projects and the visual identity of a subsidiary brand.

72 Dragons

Graphic Designer & Illustrator | JUN 2021 - AUG 2022

- Designed editorial layouts, illustrations, character concepts, identity assets and social media content.
- Contributed to animation character development and the identity of a subsidiary brand.

RECOGNITION

Gold Winner - UI Design | IFP Design Challenge 2026 — SWYP

Silver Winner - UI Design | IFP Design Challenge 2025 — Unpluggd

I was a Top 10 Nominee for the IFP Design Challenge in both 2023 and 2024 for UI Design

TOOLS

Figma · Adobe Creative Suite · Framer · Shopify · Webflow · Blender · Fusion 360 · Sketch