

KAVITHA SENDIL

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NDA projects are available to view on request

PROFESSIONAL SUMMARY

Creative Digital Designer with 5+ years of experience specializing in high-quality visual assets for web, social, and print. Expertise in user-centric design, branding strategies, and delivering compelling marketing materials that drive engagement and conversion.

PROFESSIONAL EXPERIENCE

Web Designer | Index | Liverpool, UK | Apr 2026 – Present

- Designing responsive and user-centric web interfaces for digital products, ensuring optimal user experience across devices and platforms.
- Collaborating with product and development teams to translate business requirements and user insights into compelling visual designs.
- **Key Projects:** Developing design systems and component libraries to ensure consistency and scalability across digital touchpoints.

UX Designer – Freelance | Remote | Jan 2025 – Present

- Delivered end-to-end branding, web design, and marketing creatives for multiple clients, creating visually compelling and conversion-focused digital experiences aligned with business goals.
- Collaborated directly with clients to understand requirements, conduct user research, and implement design solutions that improved engagement, strengthened brand identity, and increased online visibility.
- **Key Projects:** Managed multiple client projects; delivered branding and web design solutions for various industries.

Web Designer | BoomerangFX | Mississauga, Canada | Feb 2024 – Mar 2025

- Designed and developed cohesive brand identities for clients, achieving 30% increase in brand recognition across digital and print.
- Migrated 100+ landing pages from Unbounce to WordPress, enhancing site performance and user experience.
- **Key Projects:** Optimized clinic landing pages; developed social media ad campaigns increasing engagement by 40%.

UX/UI Designer | Holeshot1 Media | Guelph, Canada | Sep 2023 – Dec 2023

- Revamped Ohana's landing page, resulting in 40% increase in average user engagement through design solutions in Figma.
- Created visually appealing UI designs for Ohana's lifestyle products, leading to 50% increase in product sales.
- **Key Projects:** Conducted user research and A/B testing; developed comprehensive UI brand guide for consistency across design elements.

Graphic Designer | IDP Education | India | Sep 2020 – Dec 2022

- Collaborated with cross-functional teams to develop comprehensive UI design system for products across five countries, resulting in 90% increase in user engagement.

- Managed partnerships and stakeholders across 21 global websites, resulting in \$1 million+ increase in business revenue.
- **Key Projects:** User testing for Whatuni and IDP IELTS apps; design systems for IDP website and Postgraduate Search.

Junior Visualizer | Mind Storm Media | Chennai, India | Oct 2018 – Aug 2020

- Created visually compelling print ads for leading newspapers and magazines, increasing client satisfaction by 15% for Sterling Holidays.
- Supervised and mentored 2 interns, resulting in 20% improvement in their skills and productivity.
- **Key Projects:** Sterling Holidays assets for 31 resorts; partnered with Karadi Path, United Exhibition, Harmony Real Estate on branding.

EDUCATION

User Experience Design Certificate | Humber College | Canada

M.Sc Animation | Jain University | India

B.Sc Visual Communication | Women's Christian College | India

SKILLS AND EXPERTISE

Technical Skills: UX Design, UI Patterns, Design Systems, User Research, Prototyping, Wireframing, Information Architecture, Interaction Design, Usability Testing, A/B Testing, Data Visualization, CSS, HTML, JavaScript, Agile

Design Tools: Figma, Adobe XD, Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Lightroom), Sketch, Miro, InVision, Framer, Webflow, WordPress, Apple Creative Studio, Asana, Jira

Soft Skills: Empathy, Communication, Collaboration, Problem-Solving, Adaptability, Critical Thinking, Attention to Detail, Storytelling, Continuous Learning

CERTIFICATIONS & AWARDS

- DELF Level A2 (French Diploma) • Canadian REB Certification TCPS 2: CORE
- Dean's List and Honours Graduate (Humber College)
- Outstanding Performance Employee (IDP Q3 FY20)
- Sketch Competition Winner (IDP Q4 FY22)
- Best Employee Award (Mind Storm Media FY2019)
- Design Volunteer Google Dev Cloud Toronto (Aug 2023 - present)