Hello. I am

Koushik Gopal C
UX/UI Designer

Creating digital products and experiences that is seamless and encourages user's to engage, interact and achieve their goal.

www.koushik.co 🔗

hello@koushik.co ✉

EXPERIENCE

Rage Communications (Sep 2016 – Current)
Lead UX/UI Designer | Creative Producer

As the lead visualiser, I manage a team of designers and developers, overseeing the day-to-day online and offline requirements for fin-tech, FMCG and tech brands in Australia. The client list includes Citibank, Westpac, PayPal, Unilever, Weight Watchers, to name a few. Based on analytics and business strategy, I help build new digital products and improve the UX, UI of existing user flows.

Empower Pages (Apr 2015 – Aug 2016)
Senior Designer

Leading a team of 4, I worked with clients in hospitality, FMCG, NGO and educational institutes. I gained experience in both design and managerial roles. It includes designing and developing websites, planning and executing social media campaigns, pitching to prospective clients, managing projects timelines and client communication.

Freelancer (Oct 2013 – Mar 2015)

I designed websites, logo & branding, marketing funnels, social media posts and brand refresh. My clients included startups in IoT and educational institutes. I specialised in planning and executing creative campaigns to build a brand's social media presence and run social media campaigns.

INTERNSHIP

MTG Energy Solutions (Jul 2013 – Sep 2013)
Web designer

Chennai Live 104.8FM (Jun 2012 – Aug 2012)
Photography & Social Media Marketing

SKILL SET

Digital design
- UX Research & Product strategy
- Developing user personas and user stories
- Creating Hi-Fi User Flows
- Wire-framing – Lo and High Fidelity
- Rapid prototyping
- Responsive web design & PWA
- Mobile app design
- Building scalable design system
- Development handoff

Branding & Identity developement

Photography & retouching

Visual storyboarding / animation

Basic HTML5 & CSS3

SOFTWARE / WEB APPS

- Sketch
- Adobe Xd
- Figma
- Invision
- Webflow
- Adobe Photoshop
- Adobe Illustator

EDUCATION

M.Sc. Biological Photography & Imaging
University of Nottingham, England, UK.
Sept 2012 – May 2013

B.Tech. Biotechnology
SRM University, Chennai, India.
Aug 2008 – May 2012

INDEPENDENT COURSES

Google UX Design Professional
Certified by Google (In progress)

Fundamentals of Digital Marketing
Certified by Google Digital Unlocked

Typography – The Fundamentals
with Ilene Strizver

TOP 5 DESIGN QUALITIES

- Pixel perfect and responsive design
- Love typography
- Ideation and execution
- Cross-functional collaboration
- Project management

TOP 5 PERSONAL QUALITIES

- People oriented leadership
- Organised
- Strong communicator
- Quick learner
- Keeping up with trends and tech

CURRENTLY READING

Creative Strategy and the
Business of Design
by Douglas Davis

Thank you so much for your time.

Please visit **www.koushik.co** for my portfolio.