

# Naveen Kumar

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## Summary

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Creative and detail-oriented Web and Graphic Designer with over **10 years of experience** in UI/UX design, website development, and branding. Proficient in Adobe Creative Suite, HTML5/CSS3, JavaScript, WordPress, Shopify, and Figma. Adept at designing intuitive user interfaces, wireframing, and delivering engaging digital experiences for web and mobile applications. Skilled in responsive design, SEO principles, and digital marketing creatives to enhance brand presence.

## Employment History

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### IndiaMART InterMESH Limited

Mar 2008 - Present

Manager – Web Designing

- Design and development of corporate websites, landing pages, and UI components to improve site engagement.
- Creative designs such as banners, social media ads, emailers, brochures, and video content
- UI/UX improvements for IndiaMART’s buyer & seller portals, user retention up by 15%.
- Developed mobile-friendly and SEO-optimized website templates to improve search rankings.

### Office Bazar Supplies Ltd

Mar 2007 - 2008

Associate – Web Designing

- Designed wide range collaterals, including magazines, brochures, catalogs, and packaging.
- Developed brand guidelines and ensured consistency across all marketing materials.
- Collaborated with cross-functional teams to deliver high-quality designs that meet business objectives.

## Project and Portfolio

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- **Website:** Designed and developed Shopify-based e-commerce stores with custom UI/UX enhancements
- **UI/UX Design:** Redesigned IndiaMART’s buyer & seller portal pages, to improve navigation and conversion rates.
- **Motion graphics and Video Editing:** Created animated explainer videos and product demo videos using After Effects and Premiere Pro
- **Portfolio details:** <https://naveenkumariofficial.com/>

## Technical Skills

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- **Design:** Efficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, Adobe XD, Webflow, Elementor, After Effects, Canva
- **Web development:** Efficiency in HTML5/CSS3, JavaScript, WordPress, UI/UX Design, Wireframing
- **Additional skills:** Strong understanding of Usability Testing, SEO Principles, Content Management Systems (CMS), Branding & Identity Design, Digital Illustration & Typography, Motion Graphics & Video Editing

## **Educational Qualification**

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### **Certifications and Trainings:**

- Google UX Design Certification
- Adobe Certified Expert – Photoshop
- WordPress Theme Development - Udemy

### **Bachelor's in computer application**

- Sikkim Manipal University, graduated with 78%.

## **Rewards and Recognition**

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- Awarded as 'Employee of the Year' five times in the tenure at IndiaMART.
- Awarded as 'Pillar of Success' three times and 'Employee of the month' at IndiaMART.