



# Sarinlal K V

## UX/UI DESIGNER

### Contact

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### About me

I am a detail-oriented UI/UX designer with a focus on user-centered design principles. I have over five years of experience, working with well-known brands and startups in various industries.

I design wireframes, prototypes, and high-fidelity mockups, ensuring responsiveness and optimization for different devices and screen sizes. I also worked on branding, pitch decks, and apps, using software such as Adobe Photoshop, Illustrator, and Figma. Some of my notable projects include Kitchens@ takeaway app, StyleCraze and MomJunction websites.

### Education

**Mahatma Gandhi University**  
Bachelor of Arts, Animation & Visual Effects  
Aug 2015 - Mar 2018

**CKNS GHSS Pilicode**  
Class 12, Computer Science  
Jul 2013 - Mar 2015

### Skills

- Visual/UI Design
- Design Thinking
- User Experience Design
- Interactive Prototyping
- User Research

### Tools

Figma	90%	Adobe CC	90%
Sketch	60%	InVision	60%
Notion	60%	Google Workspace	80%

### Experience



**IncNut Digital Pvt. Ltd**, Hyderabad • Remote  
Full Time • 1 yr 1 mo

**UI/UX Designer** • Sept 2022 - Present

- Created a Figma-based design system for main websites.
- Created wireframes, prototypes and high-fidelity mockups of website designs.
- Designed user interfaces and user experiences that are intuitive, user-friendly, and visually appealing.

**Projects:** Mom Junction and Style Craze website redesign.  
**Skills:** Wireframing, Prototyping, Figma, Invision, Photoshop and Illustrator.



**Loyal Hospitality Pvt. Ltd**, Bangalore • On-site  
Full Time • 3 yrs 11 mos

- **UI/UX Designer** • Dec 2020 - Sept 2022
  - Wireframing and prototyping for Kitchens@ app.
  - Redesigning the main website to increase brand awareness and engagement.
  - Collaborating and working with the founder and the developers.
  - Designed the pitch deck and some other social media creatives.

**Projects:** Kitchens@ website, food delivery application and Markets@ grocery delivery application.  
**Skills:** Wireframing, Prototyping, Figma, Photoshop and Illustrator.

- **Graphic Designer** • Nov 2018 - Dec 2020
  - Study design briefs and determine requirements for both online and print.
  - Conceptualize visuals based on requirements
  - Prepare rough drafts and present ideas.
  - Developing illustrations, logos and other designs using software or by hand.
  - Test graphics across various media.
  - Amend designs after feedback.
  - Ensure final graphics and layouts are visually appealing and on-brand.

**Projects:** Tharavadu restaurant branding and Kitchens@ mascot.  
**Skills:** Photoshop, Illustrator and After Effects.

### Languages

**Malayalam** (Native / Bilingual Proficiency)

**English** (Professional Working Proficiency)

**Hindi** (Limited Working Proficiency)

**Tamil** (Limited Working Proficiency)