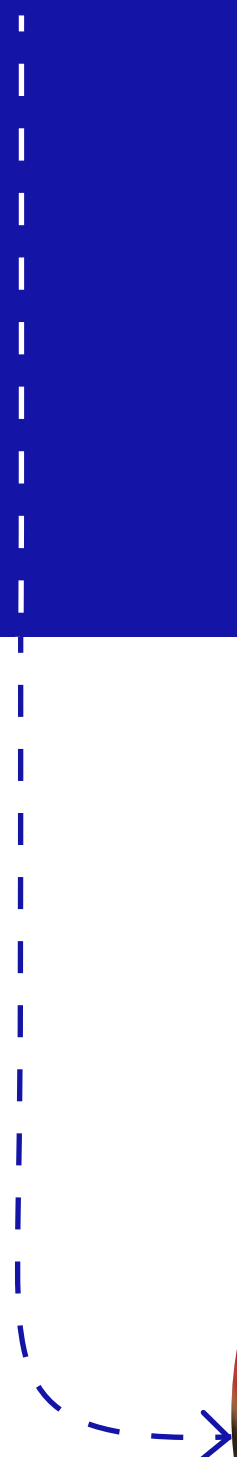




Hello, I'm Krithin Belliappa

Hyderabad, India
+91 9985848302
krithin14@gmail.com



Artist | Designer | Engineer

Creative professional with 10+ years of experience across branding, UX/UI, visual design, print, social media, marketing, and event design. Proven expertise in leading cross-functional teams, mentoring designers, client management and delivering innovative solutions for both domestic and international brands.

Skilled in conceptualizing and executing high-impact campaigns through strategic collaboration with stakeholders and teams. In my current role, I manage a team of UI/Visual Designers, driving the creation of engaging applications, dashboards and marketing collaterals while implementing automation and standardization to improve efficiency and ROI.

Education

- Arena Multimedia Pvt. Ltd.**
Diploma in Animation and Design
- CMR College of Engineering and Technology**
B.Tech(Mechanical Engineering) in the year 2009
- Little Flower Junior College**
Intermediate (MPC) in the year 2005
- St. Patrick's High School**
SSC in the year 2003

Softwares

- Figma
- Photoshop
- Illustrator
- Indesign
- Adobe XD
- 3dsMax

Employment

- Cognizant Technology Solutions**
Lead Experience/Visual Designer (July 2019 - Present)
- Wizcraft International**
Design Lead (Feb 2018 - July 2019)
- Ebani Advertising**
Art Director (Feb 2017 - Feb 2018)
- Disside Design Studio**
Design Lead and Illustrator (Mar 2015 - Jan 2017)
- Artbeat Communications Pvt. Ltd**
Graphic Designer/Client Interface Executive (Sep 2013 - Mar 2015)

Languages

English, Hindi, Telugu, Kodava, Kannada

Hobbies

Charcoal Sketching, Macro Photography, Hiking and Football

Key Focus Areas

BRANDING	UI/UX	USER RESEARCH	PRINT MEDIA
PACKAGING	SOCIAL MEDIA	EVENT SETUP	EXHIBITIONS
TYPOGRAPHY	DESIGN THINKING	LOGO & IDENTITY	TEAM MANAGEMENT
WIREFRAMING	PROTOTYPING	PHOTOGRAPHY	CONCEPT DESIGN

In the dynamic realm of visual design, my expertise spans across multiple disciplines, honed through years of exploration. From graphic design and event setups to user interface and experience design, I bring a keen eye for aesthetics and a deep understanding of design principles. My passion for innovation drives me to continually evolve through means of empathy and creative thinking.

Branding/Print

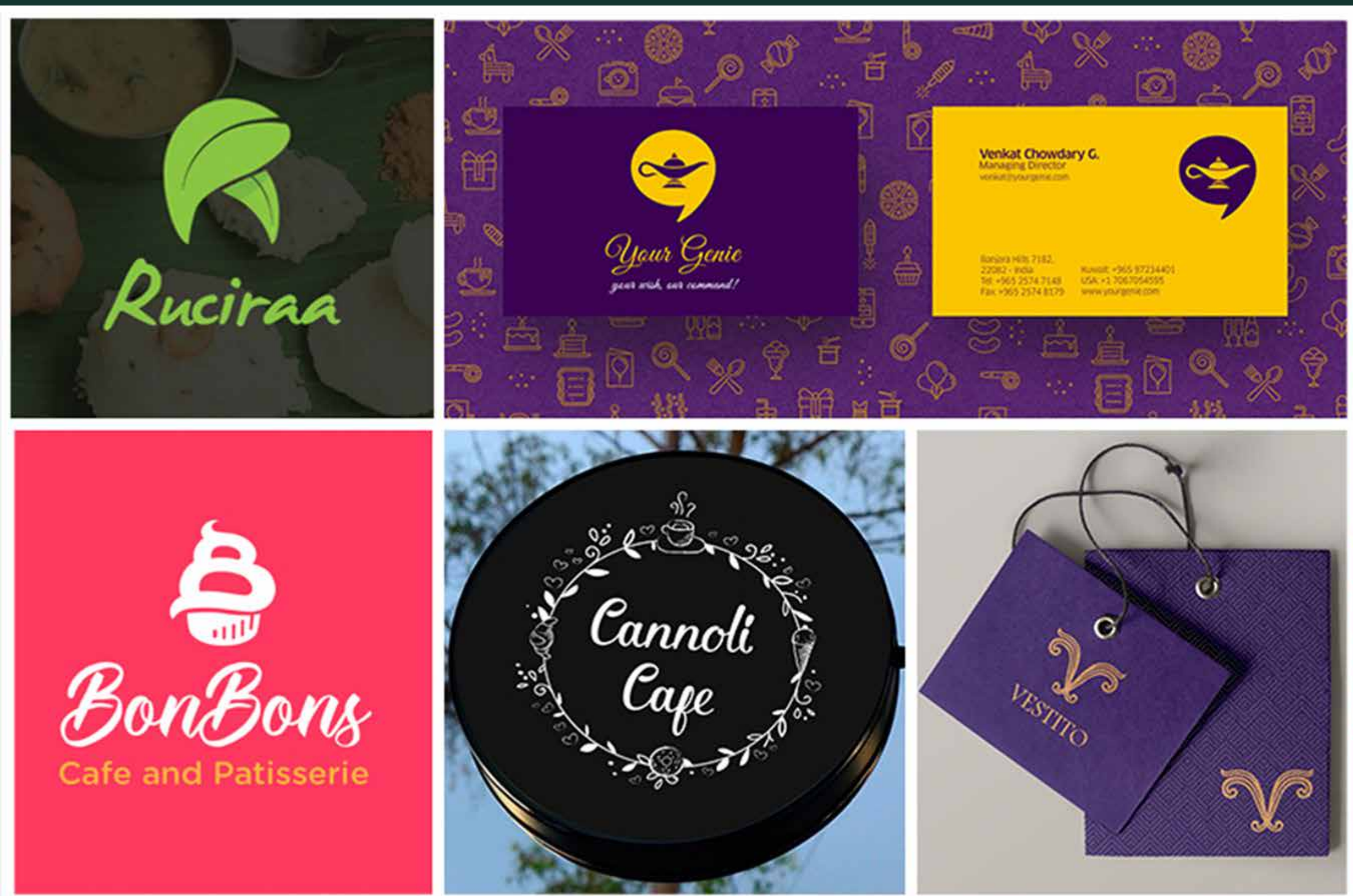
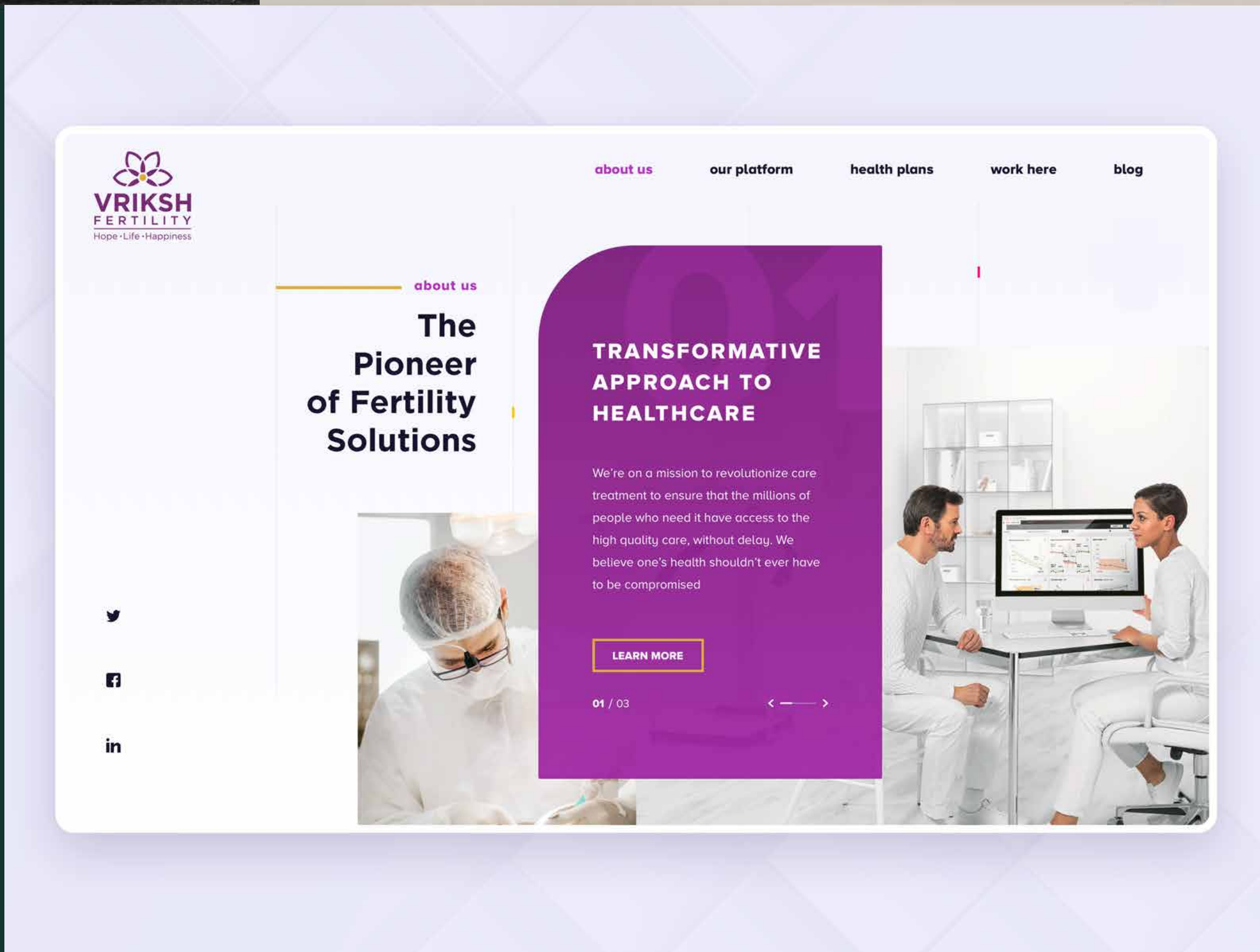
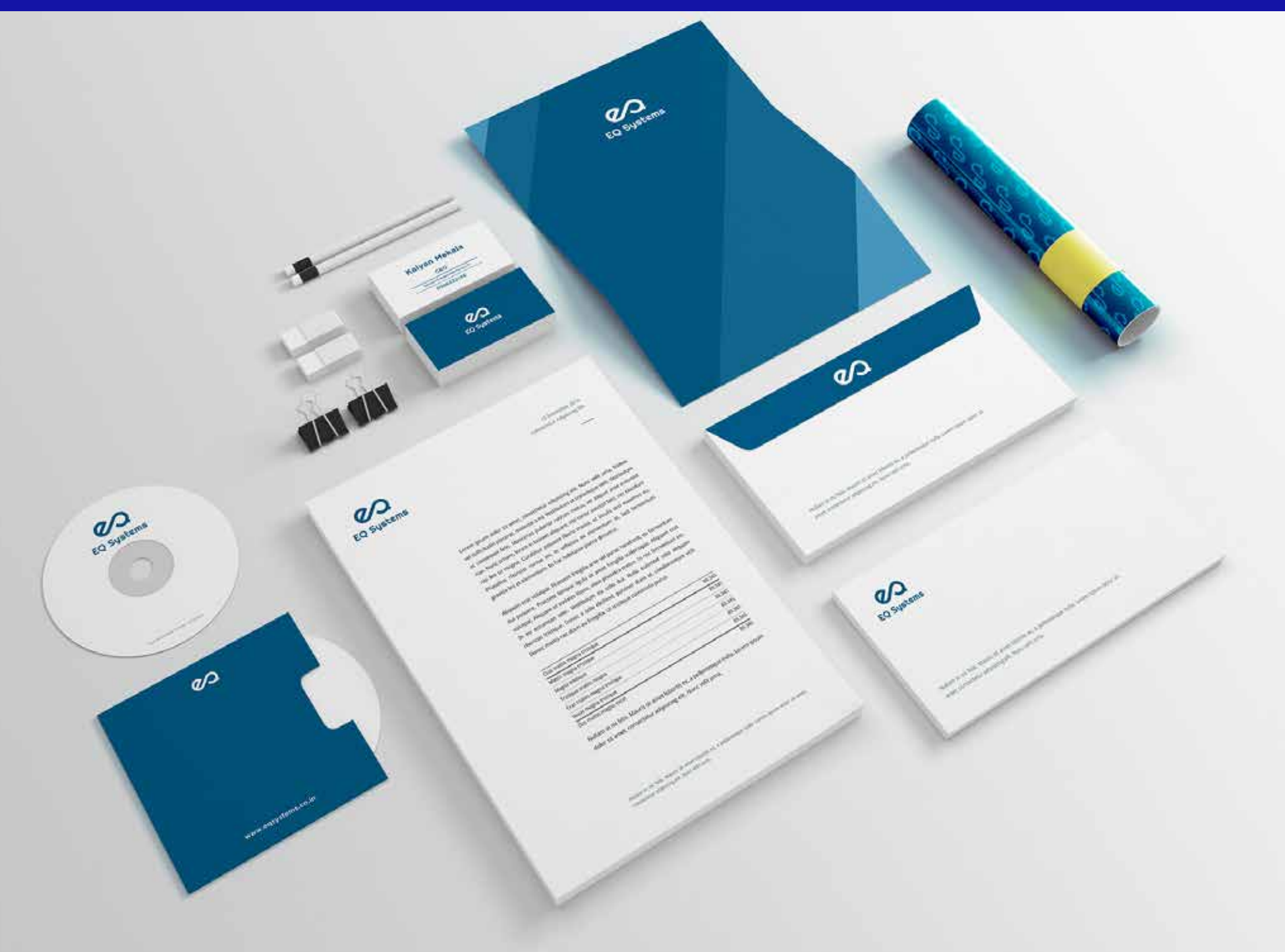
My experience in branding goes from logo creation to creating a detailed brand guideline for various organisations. I have also overseen the print and production of various brand collaterals for individual organisations and events.

BRAND IDENTITY

BRAND GUIDELINE

LOGO DESIGN

BRAND LANGUAGE



UX/UI

As a lead experience designer I have crafted UX strategies, performed User Research Analysis, Interaction Design and created interfaces for digital applications across various platforms.

USER FLOW

DESIGN SYSTEM

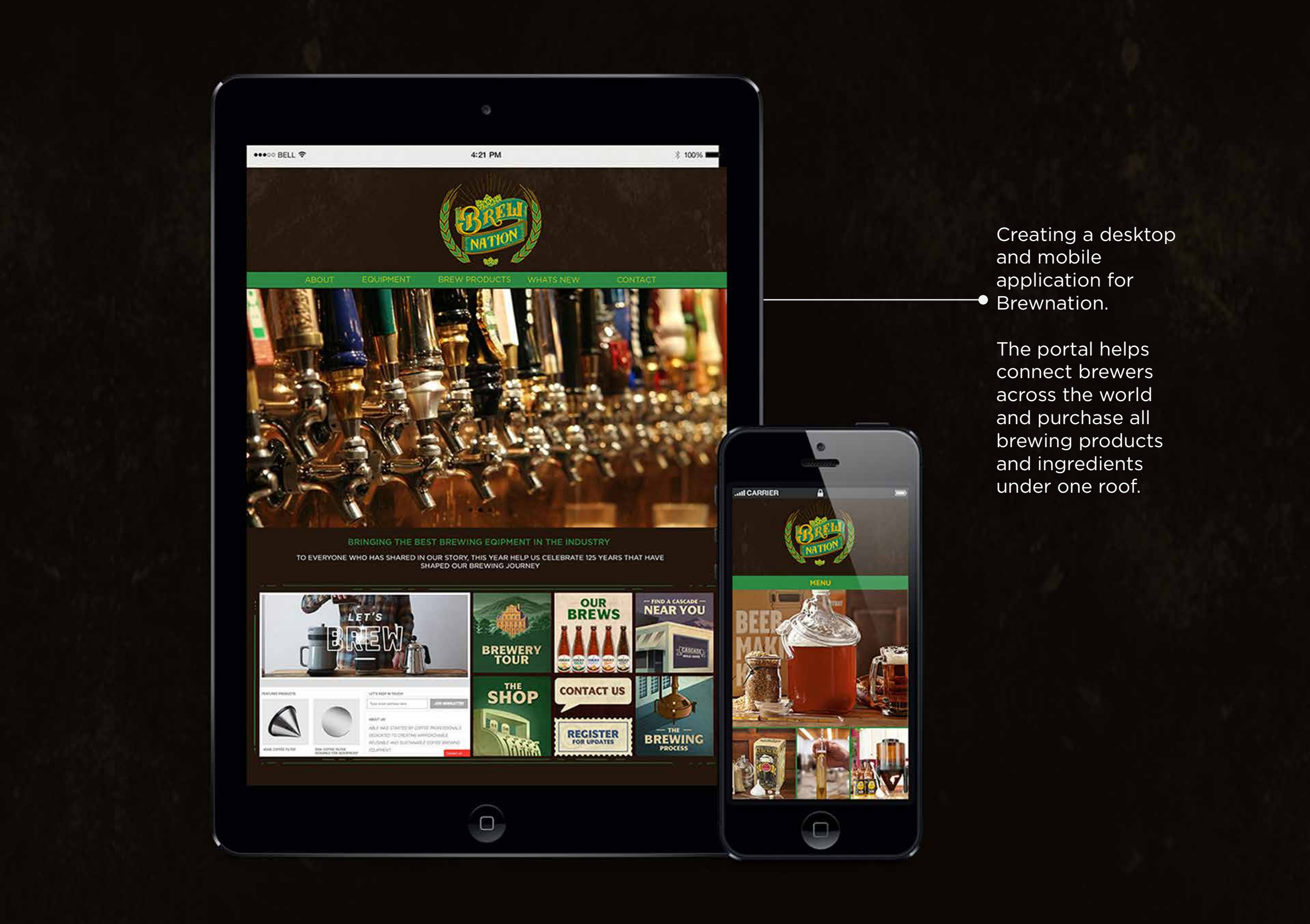
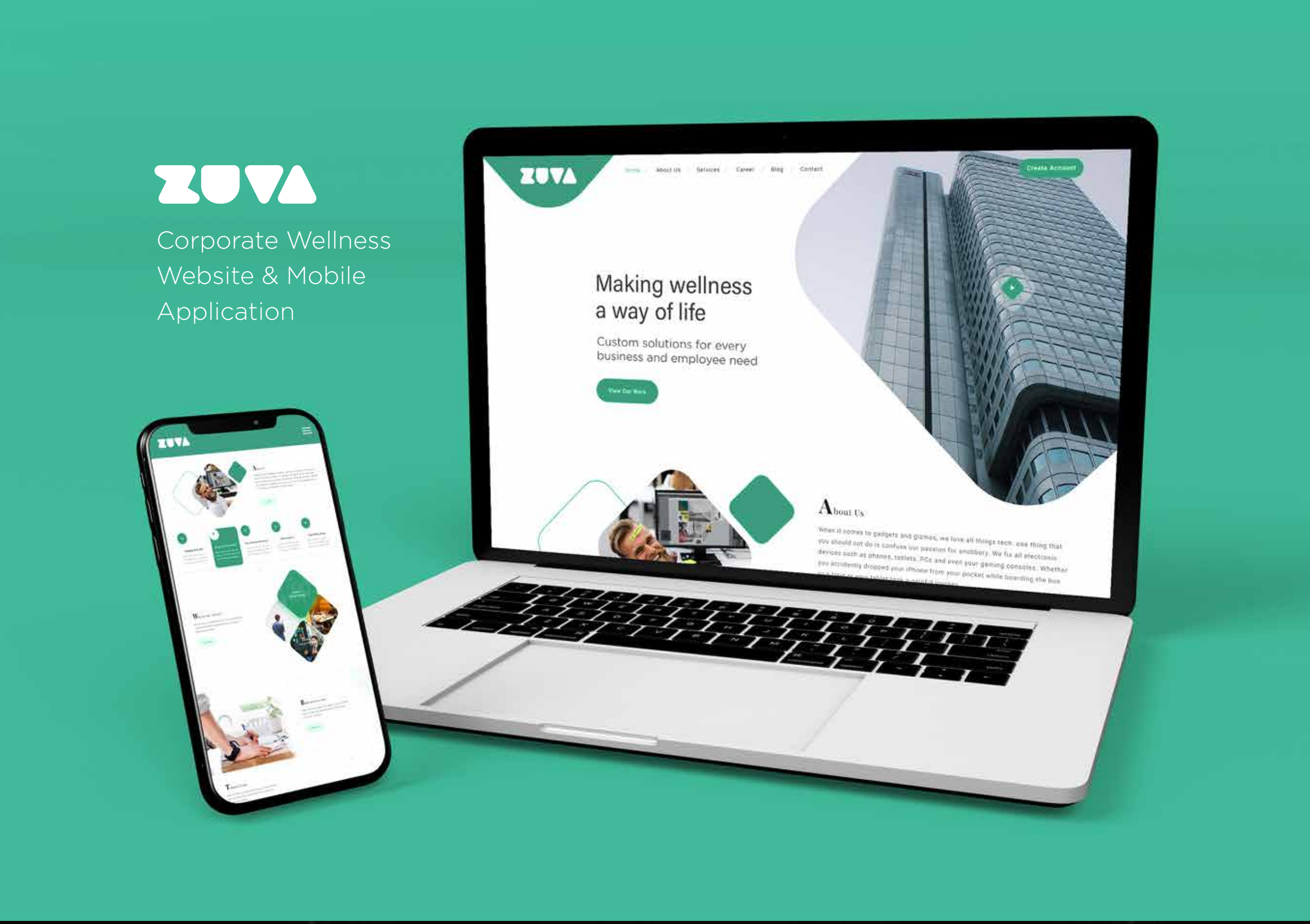
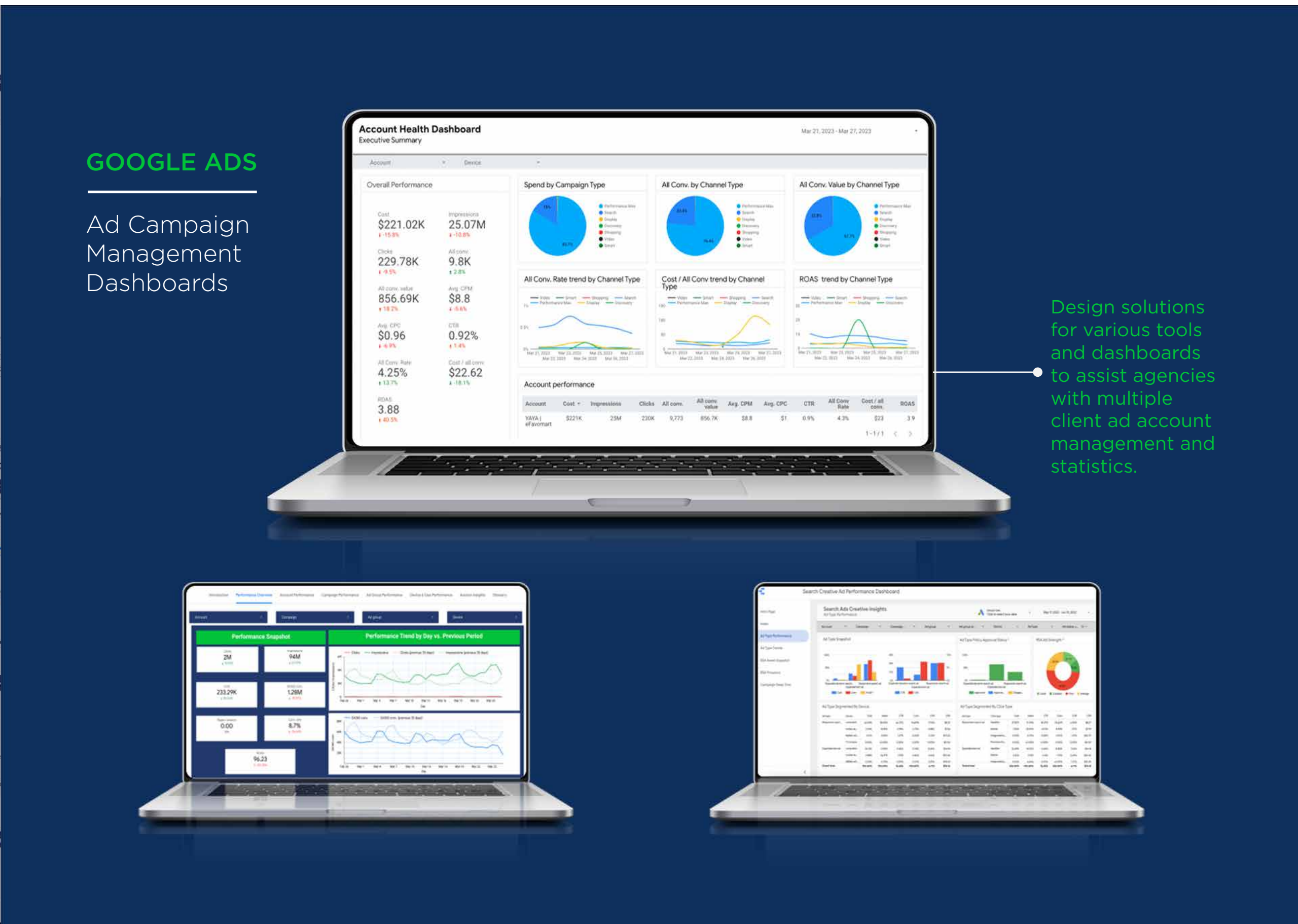
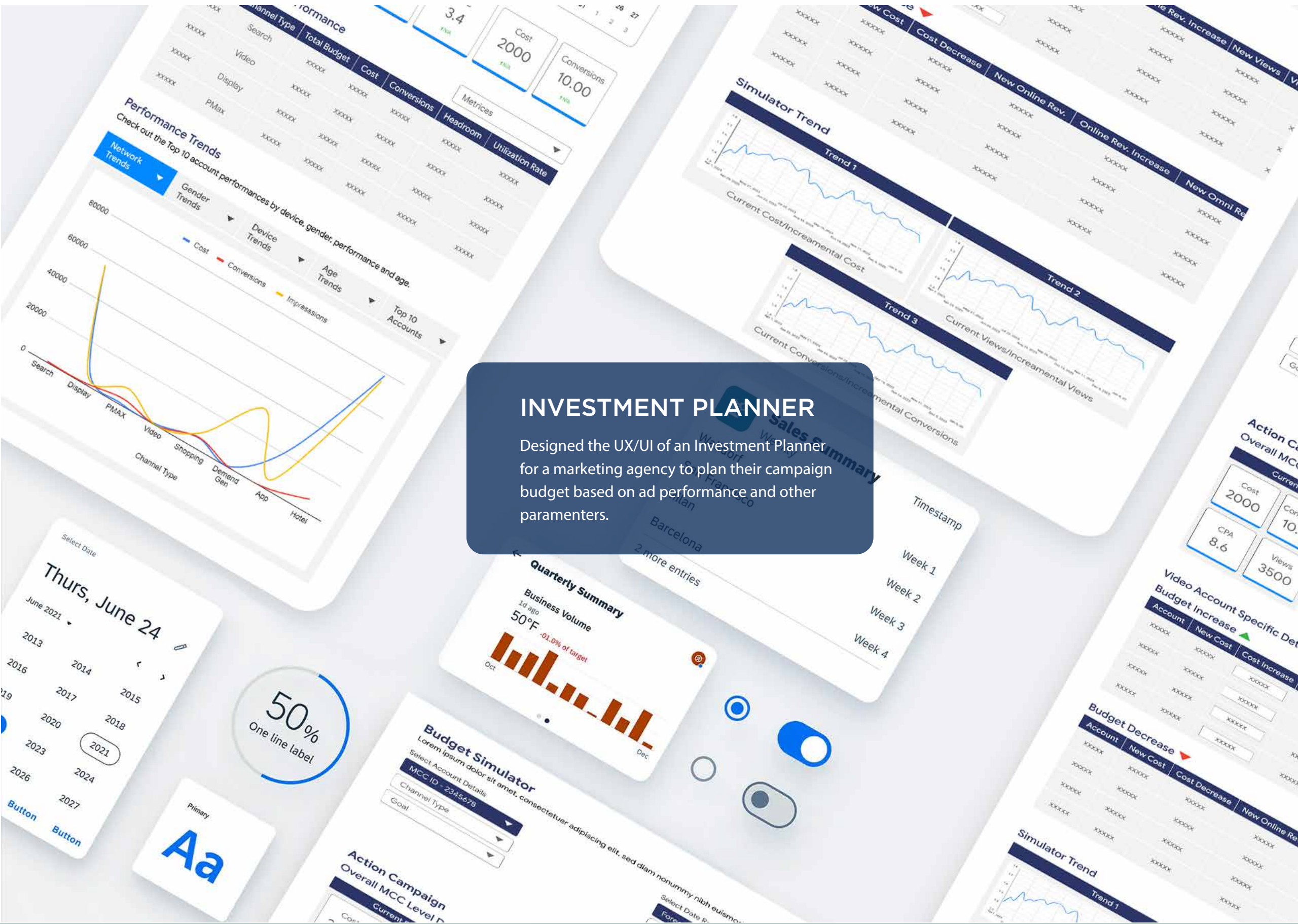
EMPATHY MAP

JOURNEY MAP

WIREFRAMING

PROTOTYPING

Design Thinking Process



Event/Exhibition

I have had the opportunity to design brand activation concepts and event setups for various private and govt. organisations. This helped me learn and oversee the various nuances of event production and visualize designs in the 3d space.

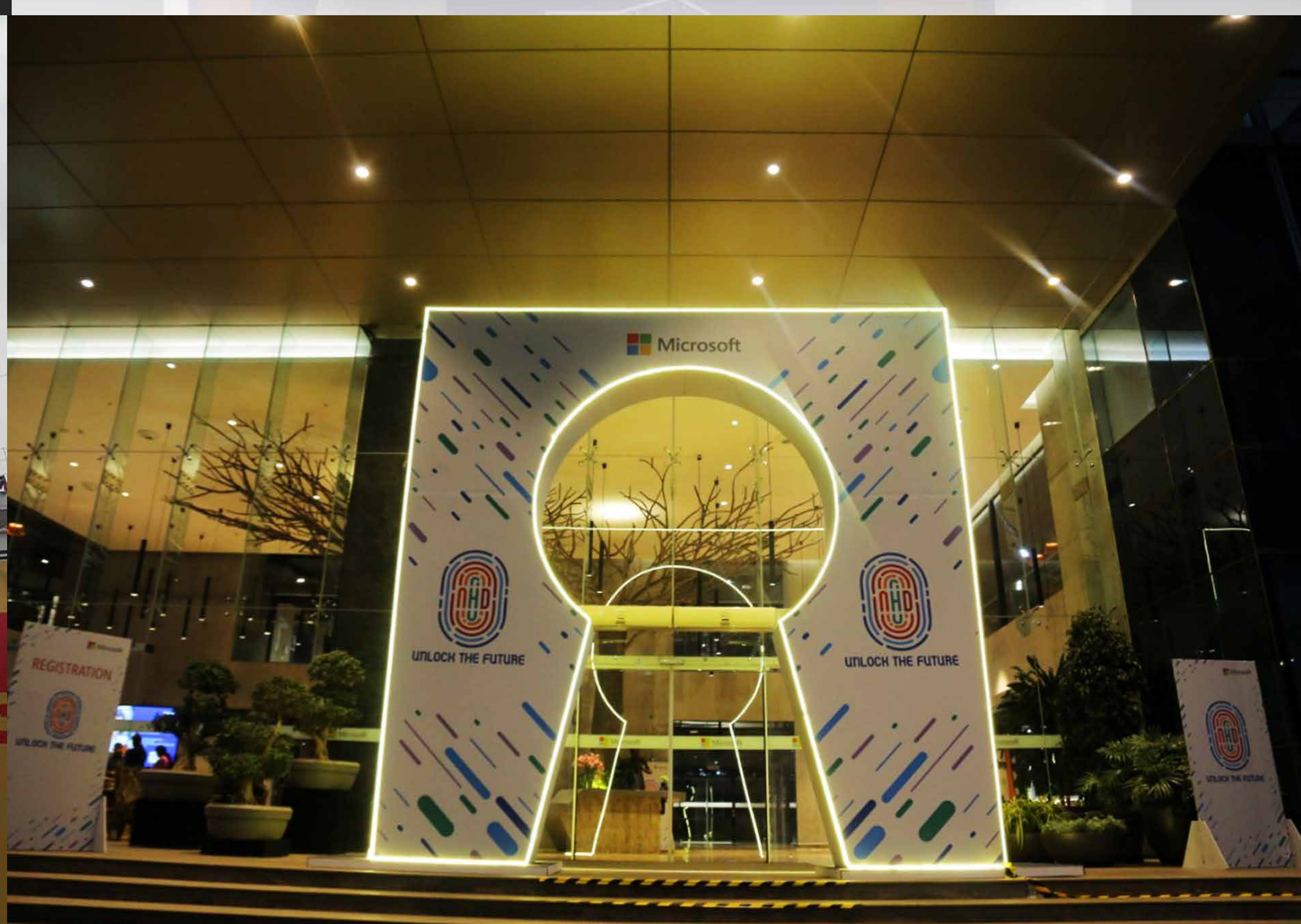
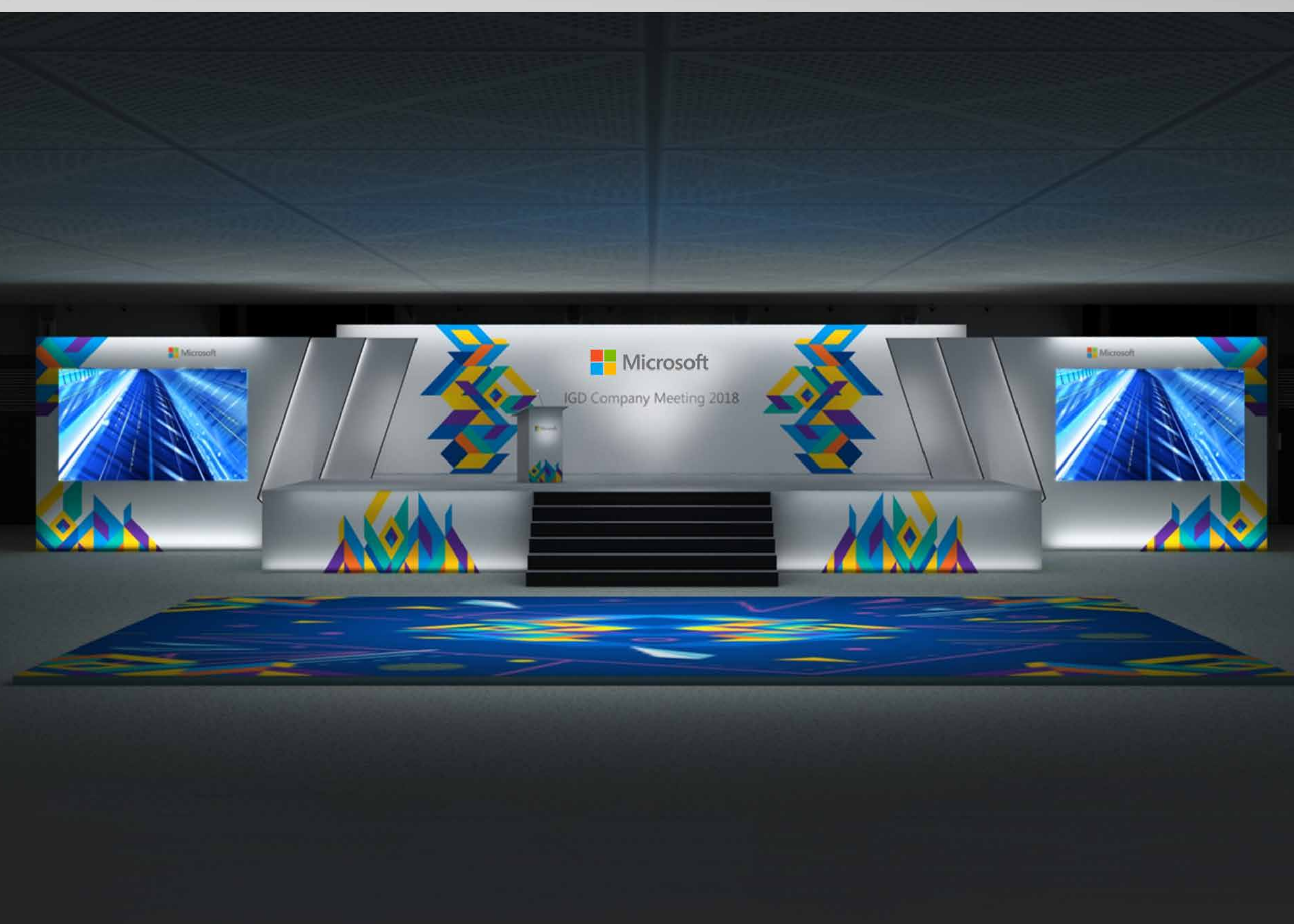
KIOSKS

STAGE DESIGN

BRAND ACTIVATION

SPACE DESIGN

3D DESIGN



Packaging

Over the years I have created mulgtiple packaging designs for various products ranging from food and beverages to apparel and cosmetics. During this I have also learnt about various packaging, printing and production techniques in the market.

PRINTING

KEYLINE

FOOD PACKAGING

PRODUCT DESIGN





Illustrations

One may call it a hobby or passion, but art and design have always been an integral part of my life. My understanding of colors, form, visual hierarchy and empathy helped me build a career in design without any formal training and keeps me motivated to learn more.

ILLUSTRATIONS

DIGITAL ART

MURALS

SKETCHING

PAINTING

CHARCOAL SKETCH

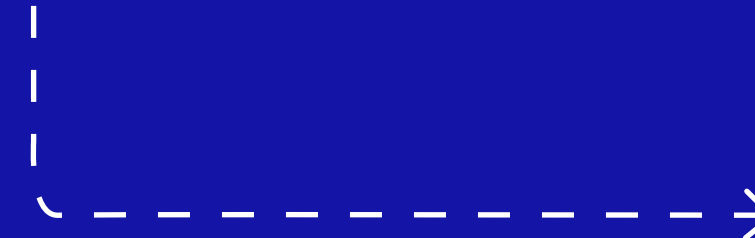




Krithin Belliappa

Thank You for scrolling through!

As I have a plethora of works that I have done over the years I have tried to keep this as concise as possible. If you have any further questions or want to learn more about my work, please feel free to reach out to me **here**



CONTACT

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 krithin14@gmail.com