

Athreya Chidambi

Visual Designer | 16 yrs exp

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www.athreyachidambi.com

Experienced Visual Designer focused on building brands and creating digital experiences. Having a background in fine arts / graphic design and an interest in code, I've designed and shipped experiences for products and services.

EXPERIENCE

Doyobi, Remote (Bangalore) — Sr.UX Designer

MAY 2021 - MAY 2022

Helping find product market fit. Designing visual experiences of quests in the metaverse for children 9-15yrs; Ideation to launch. Managed a small team of designers.

Bang The Table (Granicus), Bangalore — Sr.UX Designer

SEP 2019 - DEC 2020

Led cross-team initiatives to implement and improve UI of features across BTT's online citizen engagement platform for local government clients (B2B SaaS). Managed and mentored a small design team.

Vidyanext Learning, Bangalore — Lead Designer

MARCH 2016 - MARCH 2019

Leadership role in driving the visual experience for Vidyanext's eco-system of hybrid mobile applications catering to after-school tuitions. Managed and mentored a small design team.

Aditi Technology (Harman), Bangalore — Lead Visual Designer

SEP 2012 - MARCH 2015

Part of the in-house UX team, collaborating with the Business & Development teams in producing visual experiences for brands like TUI, Lebara, Microsoft, Boeing, Ladbrokes, Kaplan and CitySprint.

Logica (CGI), Bangalore — Lead Visual Designer

JUN 2009 - DEC 2011

As part of the Marketing & Communications team - to design print and web material for Logica global.

Rediff.com & Freelance, Mumbai, Bangalore & UK — Jr. Web Designer

OCT 2002 - MAY 2009

Designing print and digital collateral. Companies included Rediff.com, Clark McKay & Walpole, SAP, and Global Academy of Technology.

EDUCATION

**Chisholm Institute,
Melbourne —**

1999-2001

Advanced Dip. in

Multimedia (GPA 2.96)

Chitrakala Parishath,

Bangalore — 1997-1999

Dip. in Fine Art (GPA 2.3)

Mallya Aditi, Bangalore

— 1995-1997

ISC 12th Std (GPA 3.0)

SKILLS + TOOLS

Visual Design, UX, UI, Wireframing, Prototyping, Information Architecture, User flows, Brand Identity, Marketing, User Interview, Presentation, Design System, Pre-sales, Illustration, Figma, Sketch, Illustrator, Adobe Photoshop, Indesign, After Effects, Webflow, InVision, HTML, CSS

INTERESTS

Ultramarathons,

Illustration, Writing, DIY