

ABISEK A

Product & Brand Designer | Chennai, India

abisek.made@gmail.com | +91 73972 55060 | theabisek.com | linkedin.com/in/a-abisek

SUMMARY

Product and brand designer (B.Des, IDC IIT Bombay) with 2.5+ years across product UX, brand systems, and AI-augmented design workflows. Led rebrands and design systems end-to-end, from identity strategy to shipped UI, as sole designer and in cross-functional teams. Currently launching an AI-powered consumer iOS app as solo founder-designer.

EXPERIENCE

Visual Designer, Aaryas Group of Hotels

Tamil Nadu, India | Aug 2024 - Jan 2026

- Sole designer driving brand transformation across 9 locations: unified identity across signage, menus, packaging, and digital touchpoints.
- Designed ~20 core packaging systems applied across 200+ products, contributing to ~15% higher festive-season sales.

Founder & Designer (Freelance Studio), Tiger Made Designs

India | Aug 2023 - Present

- Run an independent studio delivering branding, UI/UX, and design systems for startups: cohesive visual languages and scalable UI frameworks across product and marketing touchpoints.
- Present design concepts, experience visions, and prototypes to non-design stakeholders, driving alignment and faster decisions.

UI/UX Designer, Sri Kailash Controls

Chennai, India | Jan 2024 - Jul 2024

- Led company rebrand and web design: visual identity, logo, and digital assets rolled out across 3 channels in 3 months.
- Created wireframes and mockups in Figma, accelerating backend handoff and delivery.
- Ran usability research using Nielsen heuristics to identify key problems and define end goals.

UI/UX Designer (Contract), Postpay

Dubai, UAE | May 2023 - Jun 2023

- Redesigned 50+ screens with responsive layouts; cleaner interface contributed to a 35% conversion-rate improvement measured over 4 weeks.
- Built interactive Figma prototypes aligned to brand language, supporting rapid feedback-driven iteration.

Design Intern, Walrus

Bengaluru, India | Jul 2021 - Oct 2021

- Shipped interactive UI components and app prototypes across 4 versions in 3 weeks; game-mechanic engagement up 10-30% and sponsored-ad engagement grew ~3x.

PROJECTS

Solo Founder & Designer, Am I Tripping?!: AI-Powered iOS App

Launching Aug 2026

- Conceived, designed, and shipped a SwiftUI consumer app where users consult 12 AI character judges, each built on a Jungian archetype, for verdicts on personal dilemmas.
- Owned brand world and character system, product UX, monetization design (ticket economy + 3-tier membership), and launch content strategy end-to-end.
- Architected multi-model AI orchestration (Claude for deliberation and verdicts, Gemini for reactions) routed through a single Cloudflare Worker with zero client-side keys.

Product Designer, AutonOS: AI E-Commerce Decision Platform

- Designed an AI system converting SKU and campaign data into actionable decisions (~60% faster analysis), with performance heatmaps and a pricing/campaign simulation tool.

Product Designer, Clapfind: B2B Website Redesign

- Redesigned a static industrial-supplier site into a search-first, RFQ-driven platform: restructured discovery, product information, and supplier workflows into scalable UI patterns.

EDUCATION

B.Des, Communication & Interaction Design, IDC School of Design, IIT Bombay

Mumbai, India | 2023

SKILLS

UX & Product: UX/UI Design, Interaction Design, Design Systems, Information Architecture, Prototyping, Wireframing, Usability Testing, Heuristic Evaluation, User Flows, Journey Mapping, Accessibility, Motion Design

Brand: Brand Strategy, Identity Design, Creative Direction, Typography, Visual Hierarchy

AI-Augmented Design: AI Product Design, Multi-Model Orchestration, Prompt-Driven Workflows

Tools: Figma, Adobe Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Affinity Suite, Procreate, Notion, Miro

ACHIEVEMENTS

CEED 2025: All India Rank 6 | NID DAT 2018: All India Rank 4 | NID DAT 2023: All India Rank 21 | UCEED 2018: All India Rank 105