

# Visual (UI) Designer

Online Portfolio: [www.gurram.ca](http://www.gurram.ca)

## Work Experience

The Training Ground 

Jan 2011 – Present, Burlington, Ontario - Canada

### Senior Visual / UI Designer

**DELL**EMC

Post Dell/EMC merger to Dell Technologies, applied my accumulated experience to create, develop, and improve existing pages, design new campaign pages and advanced Visual / UI designs, and successfully deliver digital/prints for stakeholders across a broad range of training industries as per brand guidelines on time and within budget. Ensured compliance with look and feel of Internal, External, Partners, and Social Media for newly-formed Dell EMC Education Services.

July 2008 – Dec 2010, Franklin, MA - USA

### Senior Visual / UI Designer

**EMC<sup>2</sup>**

Visual / UI Designer enabling EMC web site enhancement and re-launch initiatives. Drove over 4 million views per year to External and Internal EMC Education Services websites. Created and produced a number of key documentation (Sitemaps, LMS UI function flow diagrams, clickable prototypes, templates, and print stuff) and printed collateral to guide re-construction of internal website and expansion of external website.

Dec 2005 to June 2008  
Santa Rosa, CA - USA

### UI Designer

**NeilMed<sup>®</sup>**

Created and produced visuals / UI, designs, clickable prototypes, templates, pixel-ready images for web, print and packaging stuff) and printed collateral.

Feb 2005 to Nov 2005  
New Jersey, NJ - USA

### Senior Graphic Designer

**Alcatel-Lucent** 

Created stylish and friendly user interface and navigation system for the web-based business management system, which efficiently helped the company win long term contracts from two leading telecommunication service providers in the Asia Pacific area.

August 2003 to Nov 2004  
Melbourne, Victoria - AUS

### UI Designer

**Shopping Precincts Design St.**

My role at Shopping Precincts is to design new web applications, come-up with e-commerce pages and print collaterals designs aiming to reach the best user experience possible. Also, providing the best experience across most of devices (mobiles, tablets and desktops).

Nov 1997 to June 2003

Sharjah - United Arab Emirates

### Senior Visualizer

**Gulf Today**

I lead the design side of the Virtual Forge, including exploring the realms of design through a multitude of innovative and exciting

platforms. Gained valuable experience in UI design for mobile tools and platforms, rich internet application devices and desktop applications. Website design and branding have been key elements within the work, as well as daily management of client expectations

July 1994 to Oct 1997  
Dubai - United Arab Emirates

### Visualizer

**Skyline Adv & Publishing Co.**

Developed concepts and artwork, creating graphic design solutions from concept through to completion. Responsible for developing and creating both digital and print design for a wide range of print and online campaigns, publications and advertising.

## Who am I



- A multidisciplinary designer with experience as visual designer, UX/UI designer, interaction designer, graphic designer, and mentor
- Worked with over 100 brands
- Five-year Bachelors of Fine Arts (B.F.A) degree in Applied Arts
- Working as Senior Visual / UI Designer for Dell EMC led me to manage teams and work directly with stakeholders and developers, handling projects from start to finish individually or as part of a team
- Industry experience:
  - Corporate training organizations
  - Pharmaceuticals - Fintech
  - e-commerce - Telecommunication

24+ YEARS OF EXPERIENCE

21 CAPTURED AWARDS

Over 115 HAPPY CLIENTS

## Academic

The Academic Ground 

1993

### Jawaharlal Nehru Technological University

Bachelor of Fine Arts, Applied Arts - B.F.A.  
CGPA 4.0

2015

### Human Factors International Course

The Science and Art of Effective Web and Application Design

## Skills Set

The Knowledge 

Visual Design, Illustration, & Presentation

Branding & Identity

UI & UX Design

Mobile & Web Design

Print & Packaging Design/Layout

HTML & CSS

Video Editing

Motion Graphics

Wireframes

Sketching

Building & Design Props

Mentoring & Art Direction

## Application Knowledge

