

Anuchandh MS

UI & Visual Designer

Thiruvananthapuram, Kerala, India | +91 90204 66036 | hello@anuchandh.com | anuchandh.com | linkedin.com/in/anuchandh-ms

SUMMARY

UI & Visual Designer with 4+ years of agency experience designing client websites, web and mobile interfaces, and brand identities. Sole visual designer on the live Redleaf Press storefront refresh, shipped as designed on AbleCommerce in close collaboration with developers. Takes work from information architecture and wireframes to responsive high-fidelity UI and brand systems in Figma, Framer and Adobe Creative Suite.

EXPERIENCE

Graphic & UI Designer, Vtrio Solutions Pvt Ltd

Kochi, Kerala | May 2024 – Present

- Redesigned the Redleaf Press (educational publisher) desktop homepage and product page as the sole visual designer; shipped live as designed, with a unified color palette, type scale and reusable product-card pattern across promotional, editorial and shopping sections. Case study: anuchandh.com/redleaf
- Kept the design buildable on the AbleCommerce platform by working through its limitations with the development team across multiple working sessions.
- Received client feedback calling the new branding and style “fresh”, with praise for the palette, typography, full-width slider and more visible cart.
- Applied a larger, more readable type scale to improve legibility and accessibility.
- Design wireframes and high-fidelity layouts in Figma for client websites and hand them off to developers.
- Produce marketing assets and maintain consistent brand application across client deliverables.

Graphic & UI Designer, Agrello Techservice Private Limited

Bengaluru, Karnataka | Mar 2022 – Dec 2023

- Created web and mobile interface concepts for client projects (work under confidentiality; details available in interview).
- Standardized shared visual components to improve consistency across client digital materials.
- Developed visual identities and marketing collateral, and maintained brand standards for multiple clients.

SELECTED PROJECTS

Sloth Streetwear – Brand Identity

Paid client work | Brand Identity Designer | anuchandh.com/sloth

- Delivered a mascot-integrated wordmark and logo system in one week.
- Wrote brand guidelines covering color, typography, clear-space, monochrome and minimum-size rules; presented the identity on apparel and accessory mockups.

ShopGenesis, Reimagined – E-commerce UI Redesign

Independent concept | UI & Visual Designer | anuchandh.com/shopgenesis

- Restructured a dense multi-brand retail storefront into an editorial shopping experience with a clearer page hierarchy.
- Produced wireframes for the homepage, catalog, product page and cart panel, plus responsive desktop, tablet and mobile layouts.
- Wrote a usability test plan covering product finding, variant selection, cart editing and checkout recovery.

Kisaan Saathi – Mobile App UX Concept

Design concept | UI/UX Designer | anuchandh.com/kisaan-saathi

- Built the information architecture, wireframes and key screens to help Indian farmers check weather, crop advice and market prices.
- Designed voice guidance and low-connectivity (stale-data) states, with proposed regional-language support including Malayalam.

SKILLS

UI/UX Design: User Interface Design, Wireframing, Prototyping, Information Architecture, User Flows, Responsive Web Design, Mobile App Design, Interaction Design, Design Systems, Accessibility, Usability Test Planning, Developer Handoff

Visual Design: Visual Identity, Branding, Brand Guidelines, Typography, Art Direction, Marketing Collateral, Motion Graphics, Video Editing

Tools: Figma, Framer, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Premiere Pro

EDUCATION

Bachelor of Science in Animation, Alagappa University

2023 – 2026

Diploma in Mechanical Engineering, MGM Polytechnic College, Kilimanoor

2018 – 2021

CERTIFICATIONS

AI Fundamentals – Google (2026)

LANGUAGES

Malayalam (Native), English (Professional Working Proficiency), Tamil (Intermediate)