

ABHISHEK SHETTY



UI/UX & DIGITAL PRODUCT DESIGNER

Kalasa, Karnataka, India | +91 87628 72988 | abhishekshetty810@gmail.com

PROFESSIONAL SUMMARY

I'm Abhishek — a multidisciplinary designer with over a year of experience working across UX, UI, and digital product design. I've worked with both agencies and clients directly, designing everything from internal SaaS tools and eCommerce flows to visual identity systems and portfolio websites. I enjoy solving real user problems through thoughtful design, whether it's structuring better user flows or building clean, accessible interfaces. I love working in Figma, and recently explored Framer to build my full personal portfolio. I'm always curious, learning, and evolving — and I'm excited to take on challenges where design meets strategy and impact.

PROFESSIONAL EXPERIENCE

UX Designer | 7EDGE Pvt. Ltd., Mangalore

April 2024 - March 2025

- Led the UX revamp of an internal order automation tool for US-based ad clients — reduced form completion time by 50% through optimized information architecture and frictionless UI flows.
- Built high-fidelity prototypes using Figma with full component structure and design tokens; collaborated with developers and PMs in sprints using Jira.
- Conducted heuristic evaluations and stakeholder interviews; integrated feedback into multiple design iterations.
- Delivered responsive, accessible designs in alignment with US enterprise client requirements and WCAG guidelines.

UX/UI Intern | 1-on-1 Teaching Friend (Remote)

December 2023 - March 2024

- Designed engaging social media creatives to promote educational programs across Instagram and LinkedIn.
- Translated academic topics into digestible visuals using Figma.
- Collaborated with the marketing and content team to maintain consistency and brand voice.

Freelance Designer

October 2023 – April 2024 & March 2025 – Present

- Designed and launched the official website for Aamum — a baby food D2C brand — using Wix Studio with bilingual support and mobile-first UI.
- Created the eCommerce platform Gaujanani to promote self-sustainable cow-based products; used user research and design thinking to simplify navigation and increase trust.
- Designed and published personal portfolio on Framer with light/dark modes, mobile responsiveness, and storytelling-based layout — integrated AI-generated visuals and microcopy.
- Developed graphics, social creatives, and design systems for various clients.
- Working as a Freelance Landing Page Designer for **enAct eServices Pvt. Ltd.**

TOOLS & SKILLS

- **Figma (Design Systems, Prototyping, Auto Layout, Variables)**
 - **Framer, Wix Studio, Canva, Adobe Photoshop, Adobe Illustrator, DaVinci Resolve**
 - **AI Tools: ChatGPT, Canva AI, Microsoft Designer**
 - **Design Thinking, UX Strategy, Visual Hierarchy, Microinteractions**
 - **Responsive Design, Accessibility, Wireframing, Agile Collaboration**
-

EDUCATION

Bachelor of Engineering – Electronics & Communication

2020 - 2024

Canara Engineering College, Mangalore

CERTIFICATIONS

Google UX Design Professional Certificate

Google AI Essentials Certificate

Meta's Principles of UX/UI Design Certificate

Visual Elements of UI Design – CalArts

SELECTED PROJECTS

My New Portfolio | UI/UX Design, No-Code

- Designed and developed a modern, responsive portfolio using Framer. Integrated AI tools in workflow for efficiency and originality. This portfolio reflects my growth as a multidisciplinary designer and showcases real-world client and training projects.

Hotmess – Ecommerce Fashion Store | UI/UX, Product Design, Training Project at 7edge

- Led end-to-end UX for a fashion brand. Designed product listing and filters to reduce clutter and improve discoverability. My design choices prioritized visual hierarchy and simplified navigation, enhancing the shopping experience.

LEADERSHIP & VOLUNTEER EXPERIENCE

Design Volunteer & Event Coordinator | Canara Engineering College

2021-2024

- Volunteered as the designer for various student-led activities—auction slides, creating posters, social media posts, jerseys, and logos for technical, cultural, and sports events.
- Served as event coordinator for the college fest and sports tournaments under the Sports Club, managing logistics, schedules, and team operations beyond design responsibilities.

ADDITIONAL INFORMATION

- **Languages:** English, Hindi, Tulu, Kannada.
 - **Awards & Recognition:** Recognized by 7EDGE Pvt. Ltd. for earning AWS Certified Cloud Practitioner Certification (2024), Felicitated by College Management for introducing a live score system for the college's cricket league (2023).
 - **Community & Learning:** Engaged in design communities; regularly exploring trends in UX, graphics, and AI workflows. Strong community presence on LinkedIn.
 - **Interests & Hobbies:** Sports & fitness, Portrait sketching, exploring nature, listening to music & podcasts.
-