Harshini Muntha

Graphic Designer | UI/UX Designer | Brand & Marketing Designer

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LinkedIn | Portfolio Website

PROFESSIONAL SUMMARY

Multidisciplinary **Graphic and UI/UX Designer** experienced in end-to-end visual design for **AI-powered education products**, **agency clients** and **independent brands.** Skilled in **product interfaces, brand identity, performance ad creatives, video design, social media, website visuals, YouTube assets and print collateral**. Comfortable owning projects from brief through delivery, managing feedback independently and collaborating with cross-functional teams in remote and distributed workflows.

CORE SKILLS

Design: UI/UX Design, Wireframing, Prototyping, User Flows, Responsive Design, Information Architecture, Design Systems

Brand & Marketing: Brand Identity, Performance Marketing Creatives, Meta Ad Videos, Infographics, Social Media Design, Website Design, YouTube Thumbnails, Event Branding, Print Collateral, Presentation Design

Remote Collaboration: Self-directed project ownership, client communication, async-friendly updates, feedback management, cross-functional collaboration, deadline management

Tools: Figma, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Canva, Wix Studio

AI Workflows: ChatGPT, Claude, Cursor, Stitch, Figma Make, Firefly

KEY ACHIEVEMENTS

- Contributed to the end-to-end visual design of **Think10x.ai and MentoMind.ai**, spanning product interfaces, websites, marketing assets, videos, infographics and social content.
- Design-led channels for **MentoMind.ai and Think10x.ai** accounted for reported lead contributions of **52% from Meta Ads and 48% from website, social media and LinkedIn activity.**
- Delivered agency creative for **SSK Jewellers, MJ Jewellers, ExtraMile Preschool, FICCI India, Artha** and other client accounts through **TDMD**.
- Created celebrity wedding event identities and collateral for celebrations involving **P. V. Sindhu and Venkata Datta Sai**, and **Kidambi Srikanth and Shravya Varma**.

PROFESSIONAL EXPERIENCE

UI/UX & Graphic Designer

Innotrail LLC - Think10x.ai and MentoMind.ai

Jan 2025 - Dec 2026 | Remote

- Supported lead generation through design-led marketing channels: 52% of reported leads came from Meta Ads, while 48% came from the website, social media and LinkedIn activity.
- Owned end-to-end design across Think10x.ai and MentoMind.ai, creating product UI, website pages, landing pages, dashboards, brand visuals and day-to-day design assets.
- Designed Meta ad videos, static ad creatives, infographics, social media graphics, LinkedIn profile and campaign assets, YouTube thumbnails, and video-related visuals.
- Worked across small and large design requirements, maintaining visual consistency and coordinating feedback with internal stakeholders.

Graphic Designer

The Digital Marketing Duo (TDMD) - Agency experience

Mar 2026 - Jun 2026 | Remote

- Handled design requirements across multiple client accounts, including SSK Jewellers, MJ Jewellers, ExtraMile Preschool, FICCI India, Artha and other brands.

- Created social campaigns, luxury retail promotions, event creatives, brochures, presentation templates and digital and print collateral.
- Adapted creative direction to different industries, brand identities, target audiences and campaign objectives.

Independent Freelance Graphic & Brand Designer
Selected clients: Nexus Global, FAMPOSO Global, Love Snip Coffee Sip, INK, Flo, StretchTech
2026 - Present | Hyderabad, India

- Developed brand identities and marketing collateral for independent client engagements, including logos, brochures, flyers, promotional assets and social media creatives.
- For Nexus Global, website design was associated with approximately 20% of reported lead generation; brochures and flyers contributed approximately 16-17%.
- Created brochure and flyer designs intended to attract qualified, high-intent enquiries, including leads that progressed to paying customers.
- Managed client briefs, revisions, timelines and design hand-offs independently across different brand requirements.

Graphic Designer

RVR PRO - Celebrity event management
Sep 2024 - Dec 2024 | Hyderabad, India

- Designed end-to-end visual identities and event collateral for celebrity wedding celebrations involving P. V. Sindhu and Venkata Datta Sai, and Kidambi Srikanth and Shravya Varma.
- Produced invitations, stage backdrops, LED visuals, venue branding, event stationery, guest collateral and print assets in coordination with planners and production teams.

Experience Manager

Acumen Connect - Education and events
Nov 2022 - Dec 2022 | Hyderabad, India

- Supported educational trips, workshops and seminars through event coordination, stakeholder communication, presentations and visual materials.

Creative Designer & Chairperson of Professional Development Committee

Rotaract Club of Falcon (Previously Creative Designer & Content Writer)
Sep 2021 - Jun 2022 | Hyderabad, India

- Promoted to committee chairperson within five months; supported professional development, networking and personal branding initiatives.
- Created campaign visuals and communications for community outreach and women-focused initiatives, including Be You'Nique and Financial Growth for Women.

EDUCATION

B.Sc. in Genetics, Microbiology & Chemistry
St. Pious X Degree and PG College for Women | *2019 - 2022*

Intermediate in Biology, Physics & Chemistry
Sri Chaitanya Junior College | *2016 - 2018*

CERTIFICATIONS

Adobe Photoshop, EDUBCA
Diploma in UX/UI Design, Alison
Content Management Strategies, Alison
Copywriting for Conversions, Alison
Introduction to Microsoft Excel, Coursera