Gokul Matheeswaran

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SUMMARY

UX/UI Designer with a passion for crafting exceptional user experiences. Seeking a position where my creativity, communication, and teamwork skills contribute to a positive environment across various domains.

EXPERIENCE

Social Media Coordinator • *Alankar Decor, Remote*   *(05/2020) - present*

- Spearheaded the development and execution of social media campaigns, aiming to **enhance customer engagement and oureach.**
- Utilized user research insights to better understand and **connect with our target demographic.**
- Actively monitored and responded to social media interactions**, fostering a positive online community and addressing questions raised by followers and prospective clients**.
- Created promotional materials including social media content, pintrest posts, and videos tailored to our target audience resulting in a **200% increase** in social engagements.

Lead Social Media Coordinator & Graphic Designer • *Kothu Fest, Remote*   *(06/2023) - (08/2023)*

- Developed and executed social media campaigns, aiming to increase engagement and event participation.
- Created promotional materials including social media content, print ads, and videos resulting in a **200% increase** in social engagements from the previous event.
- Collaborated with cross-functional teams to ensure consistent brand identity leading to an estimated **60,000 attendees** at Kothu Fest

UX Designer/Researcher • *CUBE, Remote*   *(09/2021) - (12/2021)*

- Collaborated in a team of 5 to develop an online education application using UX research methods.
- Conducted user research to gain insights into user behaviors and preferences.
- Created storyboards and wireframes to guide the design process and improve user experience.

SKILLS

- UI Design
- Figma
- Graphic Design

- Adobe Creative Suite
- Teamwork
- Communication

EDUCATION AND CERTIFICATIONS

University of Waterloo, Waterloo   *(09/2019)- (10/2023)*
Bachelor of Global Business & Digital Arts

- **Achievements:** *Graduated with Distinction (cumulative average of 80% or above)*
- **Relevant Coursework:** *Advanced User Experience Design and Research, Marketing in the Digital World*
- **Study Abroad:** *Spent one semester at Monash University located in Melbourne, Australia*