

DEEPIKA PRABHAKARAN

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PROFESSIONAL SUMMARY

With over 7 years of experience in visual and UI design, I specialize in creating brand-aligned, high-impact visuals across print and digital media. Proficient in Adobe Creative Suite and collaborative by nature, I bring a strong mix of creativity, organization, and problem-solving to deliver design solutions that elevate user experience and brand communication.

EXPERIENCE

Senior Graphic Designer

July 2023 – Present

Progress Software Corporation, Hyderabad

- Led visual branding and creative design for major corporate events and campaigns—including Sales Kickoff 2025, DevReach 2023 and ChefConf 2023—covering concept creation, event identity, stage and venue design, and production coordination to deliver cohesive, high-impact brand experiences.
- Partnered with product and marketing teams to ensure consistent design language across 15+ software products and global communication channels.
- **Key Accomplishment** : Pioneered a project to create PowerPoint templates for simple video requests, reducing production time by over 50% and allowing animators to focus on complex tasks.

Graphic Designer

Feb 2022 – June 2023

Microsoft Corporation, Hyderabad

- Modernized 150+ icons in Visio interface, aligning with Fluent design system for enhanced visual appeal.
- Conducted thorough assessment of Visio experience, performed competitor research, and proposed usability enhancements across Visio's inter and intra collaborative features combining Microsoft Office suite and Microsoft Cloud Services.
- **Key Accomplishment** : Drove a 30% increase in monthly active users (MAU) for Visio Online by designing over 50 visually engaging templates, significantly boosting user engagement and product adoption.

Senior Graphic Designer / UI Designer

Jun 2017 – Dec 2021

LNC Studios, Chennai

- Created 500+ innovative and functional graphical assets, blending aesthetics with clear functionality.
- Acted as a liaison between clients, the creative director, and the web development team, defining the visual language for 50+ websites and ensuring an authentic user experience.
- Led a team of 2 graphic designers and 4 web developers to complete 30+ projects on time.
- **Key Accomplishment** : Served as the lead designer for an iPad app, conducting competitor research and gathering stakeholder requirements, streamlining them into actionable items, and creating initial wireframes. Delivered a compelling design for stakeholders to pitch to investors, aligning UX strategy with business goals to secure interest in the product.

EDUCATION

Bachelor of Architecture
MEASI Academy of Architecture, Chennai

May 2009 - April 2014

CERTIFICATIONS

- Creative Leadership, Future London Academy – 2025
- Digital Design. Vancouver Film School - 2024
- UX Design Kickstarter Workshop, Growth School – 2023

TECHNICAL SKILLS

Adobe Illustrator | Adobe Photoshop | Adobe InDesign | MS PowerPoint | Figma | Adobe After Effects | Visio | Adobe XD

SOFT SKILLS

Strategic Concept Ideation | Strategic and Creative Problem Solving | Effective Communication and Collaboration | Adaptability in Dynamic Environments | Project and Time Management | Client Relationship Building | Meticulous Attention to Detail