

# Dasmesh Verma

## Visual & UI/UX Designer

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Result-driven Visual & UI/UX Designer with a proven track record of increasing conversion rates and user engagement. Expert in blending 3D motion, motion graphics, and high-fidelity UI to create premium digital experiences. Passionate about conversion-focused design and scalable design systems.

### EXPERIENCE

#### Visual Designer

Aug 2023 — Feb 2026

##### Arctic Fox

- Handling website visuals, catalog creation, and product design for a leading accessories brand.
- Redesigned Shopify product pages, increasing conversion rate from 0.9% to 2.4%  
**↗ 167% Growth**
- Lead visual designer for seasonal marketing campaigns and digital catalogs.

**↗ 40% Engagement Boost**

#### Web / Graphic Designer

Feb 2022 — Aug 2024

##### Fiverr (Level 2 Seller)

- Completed 100+ high-fidelity brand identity projects with a 4.9/5 rating.

**☆ 4.9/5 Rating**

- Specialized in cinematic 3D motion and brand animations.

**📌 100+ Projects**

- Accelerated project delivery through optimized design workflows.

## UI/UX Designer

Feb 2023 — Apr 2023

### Get Started

- Designed end-to-end user experiences and high-fidelity mockups for EdTech products.
- Streamlined onboarding flows and established comprehensive design systems.

🔗 **-30% Drop-off**

## Founder

Sep 2020 — Jan 2023

### KiyoDrip

- Bootstrapped and managed a complete e-commerce brand from concept to launch. **🔗 8L Sales @ 30k Spend**
- Produced all product photography, ad creatives, and social content. **₹ 26x ROAS**
- Managed Shopify backend, SEO, and multi-channel sales funnels. **👁️ 50k+ Monthly Reach**

## SKILLS

### Visual & UI

UI/UX Design

Design Systems

Brand Identity

Product Design

Typography

### 3D & Motion

3D Animation

Motion Graphics

2D Animation

Video Editing

## TOOLS

Figma

Blender

Photoshop

Illustrator

After Effects

Premiere Pro

Shopify

## EDUCATION

### **Google UX Design Certificate**

Issued Jan 2023

### **Accenture UX Foundations**

Issued Jul 2023