

# 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

2024 — Present

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

2022 — 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

2023 — 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

2020 — 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