MADHUMITHA P

SENIOR GRAPHIC DESIGNER
Brand Identity • UI/UX • Motion • Creative Technology

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Portfolio: maddycreatives.online



CORE EXPERTISE

Brand & Visual Design
Identity systems, campaign creatives, marketing collateral and visual communication.

Print & Production
Production-ready artwork, prepress, resizing, adaptation and quality control.

Digital & UI
Social media design, UI assets, wireframes and responsive visual concepts.

Motion & Interactive
Motion graphics, music visualizers, interactive experiences and product demos.

Digital Marketing
Social media content, SEO, campaign support and audience-focused communication.

TOOLS

Adobe: Photoshop, Illustrator, InDesign, After Effects, Adobe XD
Design: CorelDRAW, Canva
Web: HTML, CSS

AI & AUTOMATION

AI prompt engineering
Generative design workflows
AI-assisted coding
Photoshop Actions & ExtendScript
JavaScript / scripting automation
Creative AI experimentation

EDUCATION

MBA — Marketing
University of Madras — Distance Education | Pursuing

B.Com
Anna Adarsh College for Women | 67%

CERTIFICATIONS

Graphic & UI/UX Design
Digital Marketing — LIBA
Risk Management — IBMI
Professional & Life Skills — Amity
Tally ERP 9 — NIIT

Languages: Tamil & English (Professional), French (Basic)

PROFESSIONAL PROFILE

Senior Graphic Designer with 5+ years of experience across branding, print production, digital marketing, motion and creative technology. I combine strong visual design fundamentals with UI/UX thinking, interactive web concepts, AI-assisted workflows and design automation to create work that is visually engaging and production-ready.

5+	10+	12	2
YEARS OF EXPERIENCE	SCRIPTS / ACTIONS	PORTFOLIO PROJECTS	REAL-WORLD INTERNSHIPS

PROFESSIONAL EXPERIENCE

Senior Graphic Designer | RR Donnelley
May 2025 — Present

• Deliver high-volume template, resizing and asset-production work while maintaining brand standards and production accuracy.
• Improve repetitive workflows through Photoshop Actions, scripts, asset tracking and quality-reporting systems.

Graphic Designer | MRF Vapocure Paints
Mar 2023 — Dec 2024

• Created campaign creatives, social media graphics, product visuals and print collateral for a consumer paint brand.
• Prepared production-ready artwork and adapted designs across multiple formats using Photoshop, Illustrator, CorelDRAW and Canva.

INTERNSHIP PROJECTS

Marketing Internship Project | CUMI Murugappa
Nov 2022 — Feb 2023

Supported market research, campaign coordination, presentation design and branded communication in a real-world corporate environment.

Digital Marketing Internship Project | VortixAi
Mar 2024 — Jul 2024

Contributed to digital content, social media communication and campaign-support activities using SEO and audience-focused content practices.

PORTFOLIO & INNOVATION

Branding & Visual: BloomBrite, Energo, Cremoria, Seresso, Nectaré, Lush, The Cozy Cup and Foxtrot — FMCG, beauty, food, retail and product branding.

Digital Products: Olympian University and Tuneo — UI/UX and digital product concepts spanning education, music and media.

Creative Technology: BeatVerse — an audio-reactive music visualizer; StoryVerse AI — an interactive story/game experience combining UI, motion, web technologies and AI-assisted workflows.

EARLIER EXPERIENCE

Digital Associate — Amazon Data Services | May 2022 — Aug 2022
Underwriting Associate — Accenture | Dec 2020 — Dec 2021

PROFESSIONAL STRENGTHS

Visual storytelling • Brand consistency • Production accuracy • Creative problem solving • Cross-format adaptation • Design systems • Interactive thinking • AI-assisted creative workflows • Automation mindset