

# BALESHWARI NADAR

Graphic & UI/UX Designer

## CONTACT

Mumbai, India  
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[LinkedIn Profile](#)  
[Behance Portfolio](#)

## TOOLS & SOFTWARE

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- After Effects
- Premiere Pro
- Adobe XD
- Figma & FigJam
- Canva
- Microsoft PowerPoint

## DESIGN SKILLS

- Brand Identity
- UI / UX Design
- Motion Graphics
- Web Design
- Email Campaigns
- Print & Collateral
- Social Media Creatives
- Typography

## EDUCATION

**Bachelor of Mass Media**  
Mumbai University | 2015

## CERTIFICATIONS

**Visual Designer**  
Arena Animation

**UI/UX Designer**  
MyCaptain

**DTP Certification**  
Chembur Mahila Vikas Mandal

## PORTFOLIO

[View App Prototype](#)  
[UX Research Board](#)

Open to New Opportunities

## PROFESSIONAL SUMMARY

Creative Graphic & UI/UX Designer with 8+ years of experience delivering compelling visual content for global brands. Spent 7 years at Accenture designing digital campaigns, web platforms, and brand assets for Fortune 500 clients. Adept at leading design processes end-to-end — from client briefs and wireframes to final production — with a journalism background that sharpens storytelling instincts and communication clarity.

## PROFESSIONAL EXPERIENCE

### Senior Graphic Designer

**Accenture** | Mumbai | Jan 2019 – Dec 2025

- Designed 50+ email campaigns, web pages, brochures, and banners for global Fortune 500 clients
- Managed website visual assets and content, maintaining brand consistency across digital platforms
- Collaborated with international clients to define project scope, gather requirements, and track milestones
- Trained and mentored junior designers; conducted quality assessments and reviewed design output
- Reviewed digital advertisements for compliance with platform content and policy standards
- Prepared daily shrinkage, productivity, and performance reports for leadership teams

### Admin / Receptionist

**Citadel Building System Pvt. Ltd.** | Mumbai | Jan 2018 – Jan 2019

- Managed office operations, client correspondence, billing, and procurement tracking
- Coordinated meetings and resolved customer inquiries; streamlined workflows with management

### Journalist

**BNB News & NMTV** | Mumbai | Mar 2016 – Nov 2017

- Conducted interviews, covered press conferences, and reported on breaking news under tight deadlines
- Developed engaging feature headlines; supported field camerawork and story research

## CORE COMPETENCIES

- |                                |                                  |
|--------------------------------|----------------------------------|
| -> Brand & Visual Identity     | -> UI/UX Prototyping (Figma)     |
| -> Motion Graphics & Animation | -> Social Media Creatives        |
| -> Email Campaign Design       | -> Print & Collateral Design     |
| -> Client Collaboration        | -> Quality Assessment & Training |