

VISHAL VENKATAGIRI

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PROFESSIONAL SUMMARY

Product and UI/UX Designer with experience in B2B SaaS, pharma supply chain, branding, and digital communications. Skilled at translating complex business workflows into intuitive, user-centered interfaces. Background in mass communications and public relations strengthens stakeholder alignment, content strategy, and cross-functional collaboration. Proficient in Figma, Adobe Creative Suite, and AI-assisted design tools.

CORE SKILLS

Design & Prototyping: Figma, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Wireframing, Interactive Prototyping, Design Systems, Responsive Design

UX Methods: User Research, Usability Testing, Information Architecture, Journey Mapping, Heuristic Evaluation, Accessibility (WCAG)

Domain Expertise: B2B SaaS, Pharmaceutical Supply Chain, GMP Compliance Workflows, ERP/SAP Integration Interfaces, Logistics Platform Design

Communication & Strategy: Branding, Content Strategy, Social Media Marketing, Copywriting, Stakeholder Presentations, Cross-Functional Collaboration

Tools & Technology: AI Tools (ChatGPT, Gemini, Grok), HTML/CSS Basics, Agile/Scrum, JIRA, Slack, Google Workspace, Microsoft Office

PROFESSIONAL EXPERIENCE

UI/UX Designer

Collabrix (collabrix.co) | Hyderabad, India | Feb 2025 - Present

- Design intuitive interfaces for the MoSymphony platform, a B2B SaaS product enabling pharmaceutical supply chain collaboration between sponsor companies and contract manufacturing organizations (CMOs).
- Translate complex pharma workflows — including batch tracking, goods receipt/consumption, and inventory management — into clean, audit-ready UI components compliant with GMP standards.
- Create interactive prototypes, data dashboards, and integration architecture visualizations to support product demos, client onboarding, and investor presentations.
- Collaborate with product, engineering, and business development teams to align design deliverables with enterprise client requirements across global pharmaceutical companies.

Branding and Communications Executive

Indian Institute of Art and Design (IIAD) | New Delhi, India | Sep 2023 - Oct 2024

- Produced all marketing collaterals across digital (Instagram, YouTube, LinkedIn) and print (newsletters, banners, standees, posters) channels for institutional events, admissions, and outreach campaigns.
- Designed HTML emailers and animated GIFs for distribution via education portals, increasing engagement with prospective student audiences.
- Managed end-to-end creative production timelines, ensuring brand consistency across all touchpoints.

Design and Content Associate

The Design Cart | New Delhi, India | Jan 2023 - Jun 2023

- Led a creative team overseeing branding, social media graphics, website design, copywriting, and public relations deliverables for multiple clients.
- Managed client relationships and coordinated cross-functional workflows to deliver projects on time and within scope.
- Developed brand identity systems including logos, style guides, and visual standards for small and mid-size businesses.

Branding and Design Intern

FLAVA Design Agency | Singapore | Jul 2022 - Sep 2022

- Conceptualized logos and brand identities, developed website designs, created social media graphics, and edited e-commerce product banners for client accounts.
- Contributed to client pitch decks and visual concepts during brainstorming sessions, strengthening proposal quality and win rates.

EDUCATION

Diploma in Design Communication

Orita Sinclair School of Design and Music, Singapore | 2021 - 2022

Bachelor of Arts in Communication and Media Studies / Public Relations

Murdoch University, Singapore | 2019 - 2021

Diploma in Mass Communication

Kaplan Singapore | 2018 - 2019

CERTIFICATIONS

- edX Verified Certificate: Rhetoric — The Art of Persuasive Writing and Public Speaking (2021)
- Kaplan Industry Project: Fostering a People-Oriented Culture in the New Norm (2020)