

Anurag Mukherjee

Graphic Designer | UI/UX Designer | Visual Designer

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SUMMARY

Graphic Designer, UI/UX Designer, and Visual Designer focused on solving real problems through clear, functional, and visually impactful design. Combines user experience thinking with strong visual design, branding, and social media creatives to deliver effective digital solutions.

EXPERIENCE

Founder & Design Strategist

ANVOXIA

APR 2026 – Present · Remote

- Founded and operating a design-driven studio focused on solving real-world problems through UX and visual design.
- Leading end-to-end UX, product, and visual design projects from problem definition to execution.
- Translating complex ideas into intuitive, user-centered digital experiences and systems.
- Managing client communication, research, and solution delivery with a structured, clarity-driven approach.

Freelance Video Editor and Graphic Designer

Market Badhao

JUN 2025 – FEB 2026 · Remote

- Edited video ads and YouTube content for GFE Business, part of GFE Group, improving viewer retention by 15%.
- Developed AI-assisted videos (ChatGPT, ElevenLabs, HeyGen), speeding production by 30%.
- Composed original video content from minimal or no briefs, maintaining 95% client approval on first draft deliveries.
- Managed end-to-end editing and delivery for clients including Ashacademy and MG CARGOS.

Graphic Designer and Video Editor

Threadstyle Private Limited

NOV 2024 – APR 2025 · Kolkata, India

- Produced visual content for October 22, a demi-fine jewellery brand under Threadstyle Private Limited.
- Created graphics, product photos, and promotional videos, increasing brand reach by 20%.
- Delivered brand-aligned visuals that boosted customer interaction by 25%.

Graphic Design Intern

Optmyzr

APR 2024 – AUG 2024 · Hyderabad, India

- Created marketing graphics and visuals that supported a 15% rise in user engagement.
- Collaborated with product and marketing teams to maintain brand and UX alignment, reducing inconsistencies by 20%.

Freelance Graphic Designer

Zivaka LLP

MAR 2020 – FEB 2024 · Remote

- Provided graphic and visual designs for B2B/B2C clients with strong quality and brand alignment.
- Executed projects under tight timelines, improving client satisfaction by 25%.

EDUCATION

B.Des. in Graphics

LPU

JUL 2021 – JUL 2025 · Phagwara

Specialized in UI/UX Design with skills in Graphic Design, User Research, and Motion Graphics, creating intuitive and visually cohesive digital experiences through academic and practical projects.

SKILLS

Design

- Graphic Design • Visual Design
- Wireframing • Prototyping • Interaction Design
- Information Architecture • Responsive Design
- Design Systems • Accessibility • Inclusive Design
- Branding • Motion Graphics • Video Editing

Research

- User Research • User Interviews
- Survey • Comparative Analysis
- Heuristic Evaluation • Usability Testing

Collaboration

- Communication • Teamwork • Empathy
- Design Thinking • Facilitation

Tools

- Figma • FigJam • Framer • Webflow
- Adobe Photoshop • Adobe Illustrator
- Adobe InDesign • Adobe After Effects
- Adobe Premiere Pro • Miro • Slack • Asana
- ChatGPT • Gemini • Midjourney • Runway
- Adobe Firefly • Veo • ElevenLabs • HeyGen