

Pranjal Varma

Graphic Designer | UX/UI Specialist

Stafford, VA (Open to remote and hybrid) | (571) 719-9975 | pranjalv1901@hotmail.com | <https://pranjalvarma.com/> | LinkedIn: <https://www.linkedin.com/in/pranjal-varma/>

Professional Summary

Creative and detail-oriented **Graphic Designer & UX/UI Specialist** completing studies in **Graphic Communications**, with a strong background in **brand identity development** and **user-centered design**. Skilled at combining AI-powered image generation with **Adobe Creative Cloud** to produce visually striking portraits that consistently exceed client expectations. Proficient in **Figma** for designing wireframes, interactive prototypes, and mobile app interfaces. Backed by **3 years** of customer service experience across retail, inbound support, and sales, bringing excellent communication skills, adaptability, and a client-focused approach to every project.

Core Skills

- **UX/UI & Product design:** Figma (Wireframing, Prototyping), InVision
- **Design Tools:** Adobe Creative Suite: (Photoshop, Illustrator, InDesign, After Effects, Premiere), Canva, Sketch, Microsoft PowerPoint
- **Generative AI & Design Tools:** Midjourney, Stable Diffusion, DALL·E, Adobe Firefly, Runway ML, Leonardo AI
- **Video & Motion:** Adobe Premiere Pro, After Effects, Pictory AI

Professional Experience

Varma Creative – Graphic Designer | UX/UI Specialist

Remote | Jul 2025 – Oct 2025

- Delivered **20+ custom design commissions** (portraits, branding, digital design).
- Leveraged **AI-driven tools** and **Adobe Suite** to accelerate workflows under tight deadlines.
- Grew client base by **30% in six months** through referral marketing and Instagram campaigns.

Open Circle Theater – Graphic & UX Designer | Digital Illustrator

Remote | Sep 2020 – Present

- Designed an **ADA-compliant, responsive website**, improving accessibility for a theater group.
- Focused on using the theater to help and promote people with disabilities.
- Acted as, and listed on the website as, the website development lead.

Web & Technology Services – Graphic & UX Designer | Creative Asset Developer | Brand Identity Specialist

Remote | Aug 2021 – Aug 2023

- Led **brand identity redesign & digital campaign strategy**, focused on boosting market visibility & trust.
- Produced high-performing **ad creatives** and **landing pages**, for startup marketing companies.
- Developed custom **web visuals** and **marketing assets** aligned with brand strategy.
- Collaborated on marketing projects.

TDB/CDC/Florida DOE – UX Support | Customer Service Rep

Remote | May 2021 – Sep 2021

- Resolved **100+** daily inquiries on vaccination portals.
- Addressed customer inquiries and complaints.
- Collaborated with customers to resolve urgent issues or concerns when necessary.

Primerica Financial Services – Customer Service Rep

Rockville, MD | Oct 2019 - Mar 2022

- Conducted **100-200** cold sales calls daily for 2.5 years.
- Met with clients and escort them to the presentation room.
- Scheduled appointments with clients for interviews.
- Assisted several agents in building their business through these calls.

Gateway Newsstand & Naper Nights Summer Festival – Cashier/Lottery Machine Operator

Chicago, IL | Jun 2019 – Aug 2019

- Cashier at a busy Chicago downtown convenience store and summer festivals.
- Built relationships with customers at the convenience store.
- Trusted to handle significant amounts of cash at the festivals.
- Independently handle the lottery machine at the convenience store.

Education

- **Germanna Community College** – Graphic Communications Program (Expected 2026)
- **Kwantlen Polytechnic University** – Diploma, Computer Graphics (2017)
- **R.E. Mountain Secondary School** – High School Diploma (2013)

Certifications

- AI & Generative Art Specialization - **Coursiv**
- Google UX Design Specialization - **Coursera**
- Graphic & UX Design Masterclasses (9 Courses) - **Udemy**