

Avicia Fernandes

UX/UI Designer | Visual Design | AI-Assisted Prototyping

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UX/UI Designer with 5+ years of experience creating digital, e-commerce and interactive experiences across brand, campaign and product-led environments. Experienced in translating requirements into clear user journeys, wireframes, prototypes and scalable visual systems for brands including Bacardi, Sephora India, Canva, Flipkart, YouTube and Netflix India.

With an MSc in User Experience Design, my visual design background is supported by research-led UX practice, accessibility, human-computer interaction and prototyping. I combine strong visual craft with usability thinking to create thoughtful, polished and user-centred digital experiences.

AREAS OF EXPERTISE

Core Skills: UX/UI Design | Visual Design | Digital Product Design | E-commerce Design | User Flows | Information Architecture | Wireframing | Prototyping | Interaction Design | Design Systems | UX Research | Usability Testing | Accessibility | Responsive Design | Developer Handoff | Stakeholder Presentations | AI-assisted Prototyping

Toolkit: Figma | Adobe Photoshop | Adobe Illustrator | Adobe After Effects | Adobe Premiere Pro | Adobe XD | Unity | SPSS | Maze | Optimal Workshop | PowerPoint | Claude | Codex | Figma MCP

KEY ACHIEVEMENTS

- E-commerce & Campaign Design:** Created high-volume social, digital, e-commerce and selected in-store assets for Sephora India across recurring launches and sale periods, maintaining brand consistency across customer touchpoints.
- Creative Delivery:** Designed and delivered the William Lawson's Nigeria promotional playing-card deck from concept to print-ready artwork, supported by social and e-commerce campaign assets across two rollouts.
- Visual Systems & Brand Consistency:** Created the Ice Cream Works illustration-led retail system, installed across 14 store locations and recognised by Design India - Best Design Projects.
- Pitch-led Creative Direction:** Developed the selected pitch-stage visual route for Sixam Glow, later shaping the brand identity, social system, packaging labels and campaign style.
- UX Research & Prototyping:** Designed and tested a mixed-reality navigation prototype using Meta Quest 3 and Unity, combining UX research, accessibility considerations, spatial interface design and mixed-methods testing.

PROFESSIONAL EXPERIENCE

Freelance Visual, Digital & Brand Designer | Project-Based

2020 - Present

- Delivered digital, social media, e-commerce and brand design for consumer, DTC and early-stage brands across India and the UK, managing projects from concept through to production-ready delivery.
- Designed digital and physical brand experiences for Esparda, including e-commerce interface concepts, campaign creatives, packaging artwork and marketing assets.
- Created Sorele's visual identity and extended it across social media, e-commerce banners and reusable campaign templates.
- Developed scalable visual systems for X24 Health, Purform and Myne London, supporting consistency across digital, social and print touchpoints.
- Used AI-assisted tools including Claude, Codex and Figma MCP to support ideation, prototyping, content structure and faster creative iteration.

Graphic Designer | Only Much Louder Entertainment

Oct 2023 - Aug 2024

- Delivered campaign assets, brand activation support and presentation design across major brand accounts including Bacardi, Canva, Flipkart, L'Oréal, Netflix India, YouTube Kids and Myntra FWD, maintaining creative consistency across fast-moving briefs, detailed brand guidelines and platform-specific formats.
- Designed responsive e-commerce assets and structured visual systems for Bacardi portfolio brands, applying brand guidelines across product-led layouts, storefront visuals and promotional campaign formats.
- Produced motion-led assets, video openers, graphic overlays and short-form promotional content using Adobe After Effects and Premiere Pro, helping campaigns feel more dynamic across social and digital platforms.
- Designed client-ready pitch decks and reusable presentation templates for brands including L'Oréal, Netflix India, YouTube Kids and Myntra FWD, helping strategy and account teams present campaign thinking clearly and adapt decks faster across

- live briefs.
- Designed and delivered the William Lawson’s Nigeria promotional playing-card campaign from concept to print-ready production, creating social and e-commerce advertising assets across two campaign rollouts.

Graphic Designer & Illustrator | Yellow Design Agency

Jan 2022 - May 2023

- Designed brand identities, campaign systems, e-commerce visuals, retail graphics and illustration-led creative for beauty, FMCG and consumer brands including Sephora India, Ice Cream Works, Sixam Glow, IGI, NNNOW and L’esterel.
- Created campaign assets, retail communication, e-commerce visuals and short-form video content for Sephora India’s social, digital, e-commerce and selected in-store touchpoints across recurring launches and sale periods.
- Contributed to digital and interaction design for L’esterel’s pre-launch DTC e-commerce experience and NNNOW’s gamified campaign microsite, shaping website layouts, campaign flows, coupon-led engagement mechanics and developer-ready handoff files.
- Created the Ice Cream Works illustration-led retail system, translating character artwork into print-ready wall graphics installed across 14 store locations and recognised by Design India - Best Design Projects.
- Developed the selected pitch-stage visual route for Sixam Glow, later shaping the brand identity, social system, packaging labels and campaign style.

Graphic Designer | Cuddles For Cubs

Apr 2021 - Dec 2021

- Worked as the main designer in a small in-house DTC kidswear team, creating and reviewing brand, campaign and product-led design across digital and production touchpoints.
- Created social media creatives, advertisements, product visuals and motion graphics, making brand and campaign design decisions to keep the visual language consistent across digital channels.
- Developed reusable templates and content structures to support faster design delivery, while reviewing final assets before release to maintain quality and consistency.
- Created repeat-pattern textile artwork and prepared print-ready and manufacturing-ready files for textile and merchandise production, reducing file errors and supporting smoother handoff.

EDUCATION

- MSc in User Experience Design | Birmingham City University

Birmingham | 2024 - 2025
- B.Voc in Graphics and Multimedia | St Pauls Institute

Mumbai, India | 2018 - 2021

ADDITIONAL SKILLS

Languages: English | German and French (Basic)
Design Interests: AI-assisted design workflows | Unity prototyping | Game accessibility