

# DULLARI SETHUPATHI

Senior Visual Designer | Digital Illustrator

[www.duladesigns.com](http://www.duladesigns.com) | [behance.net/duladesigns10](https://www.behance.net/duladesigns10)

duladesigns10@gmail.com

+91 8122818384

## EDUCATION

### DEAKIN UNIVERSITY

AUSTRALIA | 2017 - Oct 2018

*Bachelor of Design (Architecture)*

Grade : 73% (Distinction)

### SRM UNIVERSITY

INDIA | 2013 - 2016

*Bachelor of Architecture*

CGPA : 9.04/10

### SHAW ACADEMY

ONLINE | 2020

*Advanced Graphic Design*

### GOLDEN COLLEGE

SRI LANKA | Oct 2016

*Diploma in AutoCAD (2D&3D)*

### ROYAL INST. OF

### CHARTERED SURVEYORS (RICS)

UK | Nov 2021

*Foundation in QS*

## SKILLS

### SOFTWARE

Adobe Photoshop

Adobe Illustrator

Adobe XD

After Effects

Procreate

Sketchup

Figma

AutoCAD

Lumion

Filmora

Microsoft Excel

### DESIGN

UI/UX Design Principles

Interactive Media Design

Visual Storytelling

Presentations

Marketing

Branding & Logo Design

Video Editing

Digital Art

Storyboarding

Model Making

## EXPERIENCE

### PAPERFLITE INC.

CHENNAI | Jun 2023 - Present

*Visual Designer | Marketing Design Lead*

- Web & Landing Page design with in-house digital products.
- Designed Social Media Ads for Marketing campaigns to bring in more demos & increase product signups. (93 demos within 6 days in Oct 2024 through Ads I designed)
- Strategizing design approach for Ads, Marketing Collaterals and pitch decks through data driven insights.
- Designing Interactive Experiences with in-house software.
- Extensive use of Adobe Suite softwares to elevate designs through illustration and mixed media approach
- Implementing design systems to elevate, experiment and strategize design approaches.
- Increased client conversion rates through elevated design approaches for Prospect Pages, by studying their online presence and visual identity.
- Branding & Merch Design
- Training juniors & interns to bring out the best in them and allow them to align faster to company goals & standards.

### ONEDOT MEDIA PVT LTD.

CHENNAI | Mar 2022 - Mar 2023

*Creative Designer*

- Producing and managing videos, templates, social media posts, and promotional artwork
- Creating social media posts, and marketing collaterals.
- Ensuring consistency in designs and content across all company platforms
- Brand identity & logo design
- Increasing traffic and appealing to target audiences with creative posts
- Training new recruits & designers

### DULADESIGNS PVT LTD.

SRI LANKA | 2020 - 2021

*Digital Artist*

- Providing consultations for interior art decor and space-related strategies.
- Design & print of invitations for special occasions.
- Portrait Art commissions
- Sale of digital artworks as photo & framed prints.
- Sublimation printing of custom digital art on mugs, poly-cotton tote bags, etc.
- Maintained an E-commerce Website.

## ACADEMIC ACHIEVEMENTS

### PAPERFLITE INC

INDIA, Sep 2024

*Innovation of the Month  
Award*

### UNIVERSITY OF WESTMINSTER (UK)

UK, 2014-2015

*Won the Citation Award in an  
International Design Competition*

### SRM UNIVERSITY

INDIA, 2013-2014

*Performance Based Scholarship  
Award*

### SRM UNIVERSITY

INDIA, 2014-2015

*Performance Based Scholarship  
Award*

## CORE SKILLS

- Ability to lead creative direction
- Strategize Brand Identity
- Visual Storytelling
- Collaborative Skills
- Cross-Functional communication
- Adaptability & Continuous learning
- Cross-cultural design sensitivity
- User-centric designing
- Seek User Validation & Feedback

## DSD DESIGNS

AUSTRALIA | 2019

*Interior Designer*

- Planning & drafting architectural drawings
- Drafting interior building arrangements for renovation projects
- Experimenting new materials & specifying materials and furnishes
- Constructing 3D Models and renders
- Designing newsletters & social media content.

## GRAPHIC DESIGNER

SRI LANKA/ AUSTRALIA | 2016-2019

*Freelance*

- Designing logos for Private companies, communities, & social organizations.
- Branding & social media content.
- Notable organizations : It's Happening (Event Planning Company) & Epping-Wollert Nepalese Community in Victoria (EWNC).

## PROJECT REVAMP

CHENNAI | 2015-2016

*Team Leader*

A project transforming a disused public space in a slum board tenement into a reusable and informative public space through a sustainable design approach.

- Interacting with necessary stakeholders and government authorities.
- Estimation of cost, labor, materials and installations
- Design of Park & Public Space Amenities with plastic bottles & recyclable waste.
- Preparing quotations based on scope of work and specifications.
- Planning and preparing architectural drawings.
- Surveying & sourcing local labor.
- Design & painting of murals on the park walls.

*Thank you!*

Click here to view my Design Folio

[www.duladesigns.com](http://www.duladesigns.com)

