



BHASKAR UPPULURI

SENIOR UI/UX & GRAPHIC DESIGNER

AI-POWERED DESIGN & VISUAL STORYTELLING SPECIALIST
ENTERPRISE PRODUCT & BRAND STRATEGY

Senior Graphic and UI/UX Designer with 14+ years of experience delivering high-impact visual, digital, and user-centric design solutions across enterprise, consulting, and product environments. Strong expertise in visual storytelling, design systems, and presentation design, with hands-on experience designing interfaces for AI-powered applications. Known for blending creativity with structure, leveraging AI-assisted workflows, and producing scalable, brand-consistent assets across platforms.

Hyderabad, INDIA

+91 9396 9988 73

bhaskarfineart@gmail.com

linkedin.com

CORE SKILLS

Adobe Creative Cloud

Adobe Experience Manager (AEM)

Figma, Canva, Sketch

Microsoft Office, Visio, PowerPoint

Premiere Pro, After Effects, FCP

InVision, Procreate, CorelDRAW

LANGUAGES

English

Hindi

Telugu

Tamil

UI/UX & DESIGN

- Wireframing
- Presentation Design
- Enterprise UI/UX Design (Web & Mobile)
- Interaction & Experience Design
- Prototyping & Design Validation
- Visual Storytelling & Executive
- UX Research & User-Centered Design
- Design Systems & Brand Governance



EDUCATION

2006 – 2010

Bachelor of Fine Arts | Specialized in Painting

Department of Fine arts, Andhra University, Visakhapatnam, INDIA

Specialized in sketching, drawing, oil, watercolor, and acrylic painting, as well as life studies, sculpture, photography, and video editing.

2010 – 2012

Master of Fine Arts | Specialized in Printmaking

S.N.School, Department of Fine arts, University of Hyderabad, INDIA

Specialized in painting, drawing, woodcut, linocut, etching, serigraphy, lithography, sculpture, carving, and video installation.



WORK EXPERIENCE

2006 – 2012

Junior Graphic Designer | Freelance

Visakhapatnam & Hyderabad, India

- Designed logos, banners, brochures, flyers, business cards, and UI mockups.
- Created storyboards, process flows, and marketing visuals for diverse clients.

2012 – 2013

UI/UX / Graphic Designer

Asn Technologies | Hyderabad, India

- Designed web layouts, GPS tracking systems, and school web and mobile applications.
- Created icons, character sketches, banners, T-shirt designs, business cards, and social media creatives.
- Contributed to cinematography and visual storytelling initiatives.

2013 – 2015

UI/UX | Graphic Designer | Art Director

Sathguru Management Consultants | Hyderabad, India

- Designed print and digital layouts including logos, corporate brochures, catalogs, and advertisements.
- Built WordPress websites and standardized PowerPoint presentations.
- Created newsletters, books, and publications.
- Managed video shoots and editing for Cornell University-related projects.
- Led visual direction across digital and print, ensuring brand consistency and high creative standards.

AI TOOLS

- Kling AI
- Luma AI
- Canva AI
- Figma AI
- Elevenlabs
- Beautiful.ai
- Gamma.app
- Midjourney.ai
- Adobe Firefly
- ChatGPT & Sora
- Adobe Podcast
- Synthesia (Pollo AI Avatar)
- Gemini & Google Labs – Veo3

AI ASSISTED DESIGN

- UI/UX Design for AI-Based Applications
- LLM-Powered Tool Interfaces
- AI-Driven UX Optimization
- Conversational UI Design
- Prompt-Assisted Design Ideation



WORK EXPERIENCE

2015 – 2022

Senior Graphic Designer

Microchip Technology (US-Based Semiconductor Company) | Hyderabad, India

- Designed infographics, Visio diagrams, standardized presentations and branded templates.
- Created icons, brochures, newsletters, social media banners, flyers and event collateral.
- Managed digital assets using Adobe Experience Manager (AEM).
- Supported SharePoint design and content structuring.
- Handled photo and video editing, videography, and trade-show booth visuals.
- Ensured consistency across enterprise communication materials.

June 2024 – Present

Senior UI/UX & Graphic Designer (Visual Enhancement & Storytelling Specialist)

Genzeon – IT Services & Consulting | Hyderabad, India

- Designed and enhanced enterprise-level PowerPoint presentations, standardized templates, and brand-aligned visual systems.
- Developed comprehensive brand guidelines and reusable design frameworks to ensure consistency across teams.
- Created professional Word documents, white papers, and brochure templates in Canva for internal and client-facing use.
- Contributed as a UI/UX designer to AI-based applications, including an LLM-powered calculator and the Ask JEDI Microsoft Copilot Teams chatbot.
- Designed intuitive user interfaces for applications leveraging Snowflake and AI-driven data processing.
- Collaborated closely with AI engineers and product teams to align UI/UX with AI functionality and workflows.
- Applied AI-assisted design techniques to improve usability, reduce iteration cycles, and deliver quick turnarounds with high-quality final outputs.

CERTIFICATION & AWARDS

Oct – 2025

AI Aware Certification

Genzeon – IT Services & Consulting

Certified in AI fundamentals and responsible AI usage.

Dec – 2025

AI Tools Training

Genzeon – IT Services & Consulting

Provided training to office employees on using AI tools in daily work

Jan – 2026

Best Performer & Spot Award

Genzeon – IT Services & Consulting

Received Best Performer & Spot Award and Spot Awards for outstanding

HOBBIES & INTERESTS



Painting



Photography



Cooking



Traveling



Content Creation



Salsa Dancing



Certified Zumba® Instructor

PORTFOLIO