MAHESH VALA

Graphic Designer / Social Media Marketing

✉ maheshvala.design@gmail.com   📞 +49 15510 680308

🔗 maheshvala.in   🔗 maheshvala   📍 Koblenz, Germany

Versatile and creative multi-disciplinary designer skilled in UI/UX, graphic, branding, and print design. Passionate about blending aesthetics with functionality to craft meaningful digital and visual experiences. Combines artistic vision, technical expertise, and innovation to deliver impactful, user-focused designs across platforms.

Experience

OENGINES GAMES LLP

UI/UX Designer (Junior) — May 2024 – Oct 2025, Surat, India
- Designed and optimized interfaces for 5+ client-facing applications, improving task completion flow and reducing user friction by up to 20%.
- Conducted user interviews and surveys with 30+ participants, generating insights that informed 3 key product design improvements.
- Applied updated UI/UX trends and best practices to increase design consistency and usability, contributing to a 10% reduction in revision cycles.

Creative Design (Intern) — Oct 2023 – Jan 2024, Surat, India
- Enhanced brand assets for 10+ client projects, ensuring alignment with current industry standards.
- Researched design technologies and trends, improving team creative output quality by 15%.
- Contributed 10–12 concepts per project during creative brainstorming sessions, accelerating ideation and delivery timelines.
- Ensured quality across 50+ deliverables, maintaining 100% on-time submission.

Vimal Tormal Poddar BCA & Commerce College

Content Creator — Jan 2022 – Sep 2023, Surat, India
- Designed creative assets for 25+ college events, increasing student engagement and event participation.
- Collaborated with coordinators to convert briefs into high-impact visuals, improving event visibility by 30%.
- Produced posters, banners, and digital content used across multiple departments, enhancing brand consistency.
- Managed 15–20 concurrent design tasks, meeting 100% of deadlines while maintaining quality.

Education

E-Government Master's degree — Oct 2025 – Present
University of Koblenz

Bachelor of Computer Applications — Nov 2021 – Apr 2024
Veer Narmad South Gujarat University

Projects

AI IMPACT SUMMIT 2026   13/08/2025
Logo Design
- Humanized Text:Visual identity design of AI Impact Summit, designing culturally inspired logo system and brand guidelines based on ethical, inclusive AI.
- Scaled the concept of complex AI through the translation of digital and physical logo, color, typography and multi-platform event mockups.

Mother Hospital & IVF   01/01/2025
Web Design & Development, Branding
- Designed Mother Hospital and IVF visual identity, establishing a patient-focused branding system based on trust and healthcare and fertility services.
- Localized medical and IVF ideas into transparent online experiences, providing web design, brand resources, and social media graphics on web and marketing solutions.

Skills

| Wireframing | Typography | Branding | Illustration | Layout | Usability |

| Prototyping | Color Theory | Visual Identity | Composition | Problem Solving |

| Adobe Creative Suite | Figma, Principle, Framer | Canva, Affinity |

Awards

Avishkar 2k23   Jul 26, 2023
Design Fusion
- Secured second position in the Design Fusion inter-college competition.

INFERNO'23   Jan 14, 2023
Logo My Way
- Awarded 1st place for exceptional logo and branding design.

Certifications

Design Psychology: Master the Art and Science of UX Design — LinkedIn Learning •

Data Visualisation: Empowering Business with Effective Insights — TATA •

Communication Skills, Personality Development, and Etiquette — Veer Narmad South Gujarat University • **The power of infographics in research dissemination** — OpenLearn •

Using AI Tools for UX Design — Linkedin Learning • **Agile Project Management** — HP LIFE

Languages

English (CEFR: C1)   **German** (CEFR: A2)   **Hindi** (Bilingual)   **Gujarati** (Native)

Interests

| User Experience | Interface Design | Graphic Design | Visual Storytelling |