

VICTORIA DMELLO

DESIGN LEAD

ABOUT ME

I lead the design team, driving direction, clarity, and quality across everything we ship. My focus is on building strong workflows, improving collaboration, and guiding designers to deliver smarter, faster, and with sharper attention to detail.

Along with leadership, I specialize in UI/UX design for web and mobile platforms. I turn complex requirements into intuitive journeys using research, mapping, and rapid prototyping. Working closely with product, tech, and marketing, I ensure every experience is cohesive, accessible, and aligned with business goals.

CONTACT

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SKILLS

FIGMA

PHOTOSHOP

ILLUSTRATOR

AFTER EFFECTS

PRIMERE PRO

EXPERIENCES

DESIGN LEAD
2025 - PRESENT

UI/UX
DESIGNER
2024 - 2025

MOTION GRAPHICS
DESIGNER
2017 - 2024

FACULTY

2016 - 2017

SBI SECURITIES PVT. LTD.

- ▶ Lead a cross-functional design team, driving end-to-end creative direction across UI/UX, motion graphics, and HTML deliverables.
- ▶ Mentor designers through structured feedback, skill development sessions, and project-based guidance to elevate team output.
- ▶ Manage project workflows, set priorities, and allocate tasks to ensure timely delivery across multiple high-visibility campaigns.
- ▶ Partner closely with product, marketing, compliance, and tech teams to bridge communication gaps and streamline decision-making.
- ▶ Establish design processes, documentation, and quality standards to improve efficiency and reduce rework.
- ▶ Review and refine team deliverables to maintain brand consistency, usability, and high-impact visual quality.
- ▶ Drive innovation by introducing new tools, AI workflows, and best practices to improve speed and design performance.
- ▶ Support hiring and onboarding of new team members through skill assessments, assignments, and interview evaluations.

LOYLTY REWARDZ MNGT. PVT. LTD.

- ▶ Collaborated closely with the content team to create high-quality animated videos.
- ▶ Translated ideas into captivating visual narratives through concept development, storyboarding, animation, and graphic design.
- ▶ Designed advertisements and emailers in various formats for social media platforms to enhance digital presence.
- ▶ Extended expertise to designing user-friendly apps and websites, ensuring a seamless and engaging online experience.
- ▶ Committed to managing project deadlines for consistent on-time delivery.
- ▶ Stayed informed about the latest video trends to maintain industry standards.

ARK INFO SOLUTIONS PVT. LTD.

- ▶ Provided comprehensive training to students in various design software applications.
- ▶ Delivered instruction in digital painting, stop motion, animation, gaming, photo editing, and vector-based design at educational institutions like Billabong High International School, Gundecha Educational Academy, and Gopi Birla Memorial School.

EDUCATION

MUMBAI UNIVERSITY
2013 - 2015

BACHELOR OF
COMMERCE

MAAC
2014 - 2016

DIPLOMA IN
VISUAL EFFECTS

IIITB
2025 - PRESENT

ADVANCED CERTIFICATION
IN UI UX DESIGN