

MALAVIKA P PILLAI

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EDUCATION

Degree/Certificate	Institute/Board	CGPA/Percentage	Year
B.Des	National Institute of Fashion Technology, Kannur	8.7 (Current)	2023-Present
Fashion Management (Minor)	National Institute of Fashion Technology, Kannur	Grade: A	2024-Present
Senior Secondary	Rajagiri Jeevass CMI Central School (ISC)	86.7%	2023
Secondary	Rajagiri Jeevass CMI Central School (CISCE)	97.2%	2021

EXPERIENCE

- ReflexLabs AI** Nov. 2025
UI/UX Designer (Internship) - [Certificate](#) Remote
 - **Redesigned the ReflexLabs AI** website with a cleaner structure and modern visual language.
 - Elevated the website's branding by aligning it with core brand identity.
 - Ideated new design elements and **created interactive components** to enhance user engagement.
 - Improved overall user flow, clarity, and brand experience.
- Unhooked India – Lingerie Brand - [Certificate](#)** Jun. 2025 - Oct 2025
Social Media Manager | Remote (Delhi / Kannur) | (Internship) - Certificate Remote
 - **Managed end-to-end social media strategy**, including content planning, scheduling, and brand consistency.
 - **Created and edited engaging reels, videos, and graphics** tailored to the lingerie and lifestyle audience.
 - **Monitored analytics, insights, and engagement metrics** to optimize content performance and reach.
 - Contributed to visual storytelling and brand presence across Instagram and digital platforms.

PROJECTS

Product Design

- Penny Pop – Gen Z Finance Tracking App** Oct. 2025 - Present
Self Guided | UI/UX, Product Design [Project Link](#)
 - Designing Penny Pop, a Gen Z finance tracking app to **simplify expense management, build better saving habits, and improve financial awareness**
 - Applying **UX research, empathy mapping, personas, user flows, and information architecture** to create an **intuitive expense categorization system** and an **insights dashboard for tracking** spending patterns.

Editorial/Publication Design

- Suvarna Rekha- CRD Documentation** Jun. 2025
Academic Project [Project Link](#)
 - Worked on “Suvarna Rekha”, a coffee table book on Eravathody weavers, conducting **field research and interviews** with weavers.
 - Designed a **coffee table book**, handling field photography, content curation, and full **editorial layout in InDesign**
- My ABC of Dress-Up – Kids’ Fashion Glossary** Apr. 2025
Self Guided | Editorial Design [Project Link](#)
 - Designed an **editorial glossary** introducing fashion terms to children using **playful layouts, lively illustrations and child-friendly typography**.

Visual Communication Design

- Graduation Showcase 2026 – Brand Identity Design** Jan. 2026 - Feb. 2026
Self Guided | Logo and Branding Design [Project Link](#)
 - Designed a **visual identity for a multidisciplinary graduation event, unifying six design disciplines** into a cohesive system for the **June 2026 showcase of graduating projects**.
 - Conducted concept development using **Word cloud and Dariel Fitzkee methods**, translating abstract ideas like growth, guidance, and convergence into visual form.
 - Developed **logo concepts and final identity system** using **Gestalt principles** to represent transition, collaboration, and evolution.
 - Created **brand applications** across print and digital touchpoints including posters, social media, merchandise, and event collaterals, ensuring consistency.

• **Upper Room – Brand Identity Design**
Self Guided | Logo and Brand Identity Design

Nov. 2025 - Dec. 2025
[Project Link](#)

- Designed a comprehensive **brand identity for a premium lifestyle** brand across homeware, apparel, and furnishings.
- Conducted **market research & competitor analysis** to define **positioning and target audience**.
- Developed **logo systems, typography, and colour palette** aligned with a modern, minimal aesthetic.
- Created **brand applications and mockups**, ensuring consistency across multiple product categories.

SKILLS

- **Product Design/UX** : User Research (Surveys, Interviews, Field Study), Information Architecture, User Flows, Wireframing, Prototyping, Accessibility & Usability Testing, Design Systems, Inclusive Design, Interaction Design, Responsive Design, Design Documentation, Developer Handoff, Iterative Design.
- **Visual & Brand Design** : Brand Identity Design, Visual Design, Graphic Design, Logo Design, Typography & Type Systems, Colour Theory & Application, Visual Systems & Guidelines, Brand Strategy & Positioning, Packaging & Collateral Design
- **Communication & Layout Design** : Layout Design, Editorial Design, Data Visualisation, Grid Systems & Composition, Typography Hierarchy, Print & Publication Design, Information Design, Presentation Design
- **Strategy & Thinking** : Concept Ideation, Content Strategy, Experience Design, Design Thinking, Problem Framing, User-Centered Design, Storyboarding, Narrative Building
- **Software Skills**: Photoshop, Illustrator, InDesign, Figma, RDWorks V8, AutoCAD, Fusion, Canva, Google Suite, Premiere Pro, HTML, CSS, JavaScript, GitHub

POSITION OF RESPONSIBILITY

- **Team Leader**, CRD Group Project *Jun. 2025*
- Led a 7-member team for documentation at Eravathody Handloom Weavers Cooperative Society.
- **Team Leader**, Fashion Communication Dept. Dance Team *Jan. 2026 - Present*
- Guided the team in coordinating and performing a group dance, achieving Gold at spectrum 2026

ACHIEVEMENTS

- **NIFT Entrance Exam 2023** | AIR 541 in General Category among 23000+ students *2023*
- **Group Dance Duet, Vista 2018** | Gold Winner *2018*

KEY COURSES TAKEN

- **Product Design/UX** : Digital Design and Communication, Information Design & IA, Sensory Virtual Experience Design (UX), Design Research, Web Design, Wireframing and Prototyping.
- **Visual Communication & Branding** : Publication Design, Branding & Promotion, Semiotics and Letterforms, Photography, Studio Photography.
- **Strategy & Systems Thinking** : Design Strategy and Systems Thinking, Retail Merchandising & Consumer Behaviour, Global Marketing and E-commerce, Design Fundamentals, Creative Thinking.
- **Spatial & Experience Design** : Store Experience Design, Exhibition and Set Design, Space and Materiality.