



# REPALA RAKESH

Creative & Digital Design Lead | Branding |  
Social Media | UI/UX | Web

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## ABOUT ME

Creative & Digital Design professional with 16+ years of experience delivering end-to-end brand, social media, and UI/UX solutions across EV, mobility, and technology sectors. Proven expertise in building strong visual identities, high-impact social creatives, scalable websites, and product branding that support business growth, franchise expansion, and customer engagement.

## PROFESSIONAL EXPERIENCE

Apr 2024 – Present

### THUNDERPLUS SOLUTIONS PVT LTD

#### Creative & Digital Design Lead (Branding, UI/UX & Content) – ThunderPlus

- Lead end-to-end creative and digital design across online and offline brand touchpoints.
- Design social media posts and campaign creatives for LinkedIn, Instagram, Facebook, and WhatsApp.
- Create brand assets including logos, EV charger visuals, franchise creatives, and PR designs.
- Design and manage the ThunderPlus website, landing pages, and UI layouts.
- Develop flyers, brochures, standees, pitch decks, and sales collaterals.
- Design monthly newsletters highlighting installations, milestones, and expansion.
- Handle basic video editing for social reels, events, and announcements.
- Maintain visual consistency across EV charging stations and franchise locations.

Jan 2020 – Mar 2024

### ETO MOTORS PVT LTD

#### Lead Experience Designer (UI/UX & Digital Design)

- Led UI/UX and digital design for web and mobile applications across EV and enterprise platforms.
- Designed dashboards and mobile interfaces with strong usability focus.
- Built scalable design systems and reusable UI components.
- Conducted usability testing and iterative design improvements.
- Collaborated with product, engineering, and leadership teams.

Mar 2014 – Dec 2019

### PeopleTech Group

#### Lead UX Designer

- Led a team of UX designers delivering enterprise design solutions.
- Conducted user research, personas, task analysis, and usability planning.
- Applied Human-Centered Design and Design Thinking methodologies.
- Designed UI layouts for mobile and desktop platforms.
- Recognized with client appreciations and the 'Best PTGian' award.

## PeopleTech Group

### Senior UX / UI Designer – Microsoft CSE Project (IC Role)

- Worked with Microsoft CSE India teams across business and engineering units.
- Ensured usability and accessibility compliance (WCAG).
- Conducted research, wireframing, prototyping, and usability testing.
- Acted as SPOC for design deliverables and stakeholder communication.

Mar 2013 – Mar 2014

### Knowledge Matrix

#### UI/UX Designer

- Designed UX workflows, wireframes, and interactive prototypes.
- Collaborated with developers for pixel-perfect implementation.
- Supported front-end development using HTML, CSS, and basic JavaScript.

Aug 2009 – Mar 2013

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#### Team Lead – UI Developer

- Led UI/UX design and development for enterprise and responsive web platforms.
- Designed and maintained UI components and design systems.
- Ensured cross-browser compatibility, usability, and accessibility.

## TOOLS & TECHNOLOGIES

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- Design: Adobe Photoshop, Illustrator, InDesign, Canva
- Video Editing (Basic): CapCut, Canva Video
- Web: HTML, CSS, Basic JavaScript, CMS Platforms
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## REFERENCES

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- Advanced Diploma in Multimedia (A.D.I.M) – Arena Multimedia
- Certified UX Professional – Interaction Design Foundation
- Additional Certifications in UI/UX & Digital Design