

# Jitender Singh Danu

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## PROFESSIONAL SUMMARY

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Senior UI Designer, UX Designer, and Graphic Designer with 15+ years of experience delivering scalable, user-centred digital products for global brands across web, mobile, SaaS, and e-commerce. Expert in end-to-end product design encompassing UX research, information architecture, design systems, high-fidelity prototyping, visual identity, and developer handoff. Pioneering Creative Technologist integrating Generative AI, prompt engineering, and AI-driven workflows to significantly accelerate project delivery. Founder of PahariJi, a regional short-video Android app scaled to 40,000+ organic users and 3.1M+ in-app events with zero paid acquisition.

## CORE SKILLS

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**UI/UX & Product Design:** End-to-End Product Design · Design Systems · Wireframing · High-Fidelity Prototyping · Interaction Design · Responsive Web & Mobile UI · Information Architecture · User Flows · Visual Hierarchy · UX Writing · Developer Handoff

**Graphic Design & Visual Identity:** Branding & Visual Identity · Logo Design · Marketing Collateral · Illustration · Photo Retouching · Social Campaign Creatives · Print Design · Omnichannel Brand Strategy

**UX Research & Strategy:** User Research · Usability Testing · Persona Development · Journey Mapping · Heuristic Evaluation · Competitive Analysis · A/B Testing · Accessibility (WCAG)

**Generative AI & Creative Technology:** Prompt Engineering (Gemini, GPT-4, Claude, Midjourney, Google AI Studio, Flow AI) · AI Video & Motion (HeyGen) · AI Voice Design (ElevenLabs) · Prompt-Based App Development (z.ai) · Cinematic Post-Production

**Design Tools & Platforms:** Figma · Framer · SVGator · Adobe Photoshop · Adobe Illustrator · Filmora · CapCut · Google Play Console · Firebase Analytics · Google AI Studio

**Technical Skills:** Basic HTML & CSS · Basic Android Studio · cPanel/WHM · DNS & SSL Configuration · MySQL (basic) · Prompt-Based Web App Development

## PROFESSIONAL EXPERIENCE

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### Senior UI Designer / UX Designer / Graphic Designer

Oct 2019 – Present

Retailogy — Delhi, India

- Led end-to-end UI/UX and graphic design for global clients across enterprise websites, SaaS dashboards, CMS portals, and mobile applications.
- Designed complete responsive UI/UX and brand assets for the Artha Impact ecosystem and ANI SaaS Platform, covering multiple sub-sites and all inner pages.
- Delivered premium web design and high-impact social campaign assets for MZ Skin / Dr. Maryam Zamani (luxury medical e-commerce), significantly elevating global brand identity.
- Designed end-to-end UI for Polo Luxury including a Rewards Program module; transformed wireframes into polished animated UI for FruitLab (gaming platform).
- Converted dense algorithmic race-logistics data into a clean, intuitive dashboard for Racing Factors.
- Pioneered Generative AI design workflows using Gemini, GPT-4, Claude, and Midjourney to generate UI concepts, campaign visuals, and synthetic voice assets, drastically reducing production timelines.
- Built scalable Figma component libraries and design systems; produced video and motion assets using Filmora, CapCut, and SVGator; mentored junior designers.

### Senior UI Designer / UX Designer / Graphic Designer

Jun 2015 – Oct 2019

Be Memorable — Noida, India

- Owned the full product design lifecycle — UX research, wireframing, prototyping, visual design, QA, and developer handoff — for international luxury and lifestyle brands.
- Engineered high-end e-commerce UI and marketing assets for Darling London; led digital design across web, emailers, and social campaigns for Benefit Cosmetics.
- Delivered responsive redesign for SMSeruya (Gibraltar luxury retail) and full website for Mauritius Luxury Holidays to optimise user engagement and premium bookings.
- Created brand systems — logos, animations, stationery, and marketing creatives; collaborated with development teams for seamless deployment; mentored junior designers.

## Senior UI Designer / UX Designer / Graphic Designer

Dec 2014 – Jun 2015

Addictive Media — New Delhi, India

- Held full creative ownership — information architecture, wireframes, visual design, responsive layouts — for Intex Technologies, Big Boy Toyz (luxury automotive), Mann Ventures, and Art Attackk.
- Created high-converting emailer campaigns for Amazon.com; delivered brand identity and print collateral; provided creative direction to two junior designers.

## Senior UI Designer / UX Designer

Jun 2013 – Nov 2014

Perceptive Consulting Solutions Ltd. — Noida, India

- Led cross-platform mobile and tablet UI/UX design (iOS & Android) for YouDare, a global lifestyle challenge app — covering app screens, landing pages, in-app graphics, and branding.
- Delivered website designs for international fashion brands Christian Siriano and Helen Anthony; collaborated directly with European stakeholders in an agile setup.

## Graphic Designer / Web Designer

Aug 2011 – Dec 2012

UG Software Technologies Pvt Ltd — Noida, India

- Delivered up to 4 homepage design variations per day across portals, CMS, dashboards, and e-commerce platforms under demanding deadlines.
- Awarded Best Employee Award for exceptional creative output, production speed, and operational efficiency.

## Graphic Designer

Dec 2009 – Jun 2011

eMaximum (by vwg.at — Economic Society of Vienna) — Gurgaon, India

- Completed specialist training by DLE Vienna experts; designed graphic illustrations and accessible web interfaces for an international educational portal.

## INDEPENDENT PROJECTS & VENTURES

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### Devil Verdict — Creative Director & AI Filmmaker

Mar 2026 – Present

AI Cinematic Universe & Production Lab · [youtube.com/@devilverdict](https://youtube.com/@devilverdict)

- Conceptualised and directed a full AI-powered cinematic universe around the original 'Lord Devil' persona — designing character psychology, narrative scripts, visual identity, and brand aura from scratch.
- Engineered a bespoke image-to-motion web application via prompt-based coding (z.ai) with dynamic resolution (720p–4K), aspect ratio toggles, 30 FPS calibration, and text-to-speech for dialogue synchronisation.
- Directed high-fidelity world-building in Midjourney; transformed static AI images into cinematic sequences using HeyGen; managed full post-production in CapCut with custom VFX and sound design.
- Engineered precise voice orchestration in ElevenLabs — matching character aura, emotional tone, pacing, and lip-sync to frame-perfect accuracy.

### PahariJi — Founder & Product Owner

Jan 2020 – Present

Regional Short-Video Android App · [View Case Study](#)

- Identified market gap post India's TikTok ban; independently designed, built, and shipped a short-video platform for Uttarakhand's Pahari-speaking communities.
- 40,000+ organic users · 15,000+ active users · 1.6M+ screen views · 3.1M+ in-app events · 37+ min average session · 77% organic traffic — zero paid advertising.
- Full product ownership: UX research, Figma UI/UX design, branding, marketing creatives, Android Studio debugging, and Google Play Console deployment.

## EDUCATION

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### Diploma, Graphic Design

2009 – 2010

Arena Animation

### PG Diploma, Fashion Design

2009 – 2010

International Institute of Fashion Technology

### PG Diploma, Textile Science

Jan 2005 – Jul 2008

Govt. Industrial Training Institute, Almora