



PROFILE SUMMARY

Creative and adaptable designer with 12 years of experience in producing innovative design solutions across FMCG, software products, finance, and marketing sectors. Proven ability to work collaboratively in a fast-paced environment while delivering quality design work. Strong aptitude for branding and presentation design. Adept in transforming concepts into engaging visual stories that resonate with diverse audiences.

SKILLS & SOFTWARES

- **Adobe Creative Suite**
(Photoshop, Illustrator, InDesign)
- **Branding, presentation design, illustration, and UI/UX design.**
- **WordPress for web design, MS Office, and AI tools.**
- Familiar with **video editing** tools & digital marketing.
- **Photography** expertise and **visual storytelling.**
- **Creative thinking, minimal design concepts.**
- **Detail-oriented** and deliver **high-quality designs.**
- **Production design** for advertisements.

EDUCATION

- **M.F.A Advertising & Applied Arts** Amrita University (2012)
- **B.Sc - Interior Design** - - Avinashilingam University 2010)

CERTIFICATIONS

- **Print & Publishing** - Arena Multimedia
- **Figma** - Udemy
- **Life Skills & Value Education** - Institute for Industrial Development

WORK EXPERIENCE & PROJECTS

- **Creative Visual Designer** (Self-employed) Feb '23 - present
 - **Sr. Graphic Designer** - Invartis Consulting, Singapore
March '20 - Jan '23
 - **Sr. Graphic Designer** - Stradegi Solutions, Chennai
Nov '18 - March '20
 - **Creative Designer** - Neospark Designs, Kochi Jan '16 - May '18
 - **Sr. Visualizer** - Orchidbees Advertising Agency, Chennai
Oct '15- Dec '15
 - **Creative Visual Designer** - Makwell Creative, Chennai
Sep '14 - Sep '15
 - **Graphic & Package Designer** - Aachi Masala Foods Pvt Ltd, Chennai April '13 -July '14
 - **Arts Teacher** - ST. Johns International School, Chennai
Dec '12- Feb '13
 - **Graphic Designer** - Neospark Designs, Kochi June '12 - Nov '12
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- Collaborated with marketing teams to **discuss, brainstorm, present design concepts, create promotional materials & presentations that drove a 20% increase in campaign effectiveness.**
 - Collaborate with clients to understand and develop **compelling visual concepts enhancing brand identity and engagement** in the market.
 - Create a wide range of **visual materials, including logos, brochures, indoor and outdoor advertisements, etc.**
 - Led the design of **packaging for various FMCG products** that resulted in **sales increment.**
 - Streamlined **presentation design processes, improving turnaround times by 30% with high design standards.**
 - Trained and engaged the students in **drawing, painting and handmade crafts.**