

# Alence Abhinay

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3 years of experience understanding business needs and creative graphic designer with a strong eye for layout, seeking an opportunity to contribute to complex design challenges and branding concept design. Passionate about creating visually compelling designs and leveraging knowledge of design principles to deliver outstanding results. Excited to collaborate with a talented team and contribute to the growth of the company.

## Skills

- Proficient in Adobe Photoshop, Illustrator, and InDesign, leveraging these tools to create visually appealing designs (3 Years of hands-on experience)
- Strong understanding of design principles, ensuring layouts are aesthetically pleasing and effective
- Creative problem solver, consistently developing innovative solutions to design challenges
- Up-to-date with current design trends, incorporating them into design projects for a contemporary and fresh look
- Excellent teamwork and collaboration skills, able to work effectively with colleagues to achieve project goals
- Exceptional communication skills, both verbal and written, facilitating clear and effective interaction with team members and clients
- Detail-oriented and organized, managing time efficiently to meet project deadlines

## Availability:

- Monday: **Any Shift**
- Tuesday: **Any Shift**
- Wednesday: **Any shift**
- Thursday: **Any Shift**
- Friday: **Any shift**
- Saturday: **Any shift**

## Experience

### ***Graphic Designer / SRAK Prestek Pvt Ltd | Freelancing***

Jan 2021(Freelancing)

- Collaborated with the design team to create visually appealing branding concept designs for various clients.
- Assisted in the design and layout of 10+ product packaging projects, ensuring brand consistency and achieving a 20% improvement in visual impact.

- Created engaging graphics and layouts for 15+ online retailers, resulting in a 25% increase in product visibility and customer appeal, leading to a 10% boost in online sales.
- Conducted thorough photo retouching and editing on images, enhancing visual quality by 30% and maintaining brand standards.
- Contributed to the creation of marketing materials, including brochures and advertisements, to promote client products, resulting in a 15% increase in client product awareness and sales.
- Prepared files for online platforms and print, ensuring accurate and high-quality deliverables.

### ***UX Designer | Capgemini | India***

Mar 2021 – Feb 2023

- Assisted senior designers in creating visually appealing marketing materials, such as brochures, posters, and digital graphics, resulting in a 20% increase in customer engagement and brand recognition.
- Demonstrated a strong understanding of brand guidelines, ensuring consistency in design across 15+ projects and receiving positive feedback from clients on brand representation.
- Collaborated with cross-functional teams, effectively gathering project requirements and delivering designs that met or exceeded client expectations, resulting in a 95% client satisfaction rate.
- Actively participated in brainstorming sessions, providing creative input that contributed to innovative design solutions and improved overall design process efficiency.
- Adapted quickly to changing priorities and successfully managed multiple projects simultaneously, meeting all deadlines and achieving a 10% improvement in project delivery time.
- Designed and created user flows, wireframes, and prototypes.
- Created a style guide to maintain consistency throughout the project.

## **Education**

### **Post Graduate Diploma**

Conestoga College, 2023-2024  
(Web Designing)

- **Course Modules:** Web site layout, wire-framing, prototyping, applying industry best practices, and accessibility standards.

### **Bachelor's degree**

GRIET, 2020  
(Bachelor of Technology)