

# VAISHNUDEVI

Graphic Designer

## CONTACT

**Portfolio:** [Be.net/vaishnuaj0ca81](https://be.net/vaishnuaj0ca81)

**Drive:** [https://drive.google.com/drive/folders/1I4TtW\\_Tte8zvG8\\_IC-DhTYuaWv2IN03Tm?usp=share\\_link](https://drive.google.com/drive/folders/1I4TtW_Tte8zvG8_IC-DhTYuaWv2IN03Tm?usp=share_link)

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## SKILLS

UI Design

Graphic Design

Illustration

Image Editing

Presentation Design

## SOFTWARES

Photoshop

Illustrator

Indesign

Premiere Pro

After Effect

Maya

## LANGAUGES

English, Hindi, Kannada, Telugu and Marathi.

## PROFILE

Hi, I am a Graphic Designer with over 5.5 years of experience of working in the Edtech and IT indisytry. I prioritize results-driven design, use a data-driven approach that includes AB testing to optimize user experience and increase click-through rates.

With my exceptional communication skills, I am able to effectively collaborate with clients to understand their requirements and provide designs that exceed their expectations. I prioritize quality and accuracy in my work and have a keen eye for aesthetics and design principles.

My proficiency in time management enables me to deliver projects within deadlines while maintaining a high level of creativity and attention to detail. I am committed to delivering exceptional results that help businesses achieve their goals through compelling design.

## EXPERIENCE

2022

Current

**Simplilearn, Bangalore**

Graphic Designer

- To design engaging digital and print media collateral to communicate the brand message effectively.
- Maintaining a cohesive visual identity by adhering to the company's brand guidelines.
- Collaborating with cross-functional verticals like CRM, Social, Performance Marketing etc. providing them the creative solutions that align with company objectives and generate targetted results.
- Staying up-to-date with design trends and techniques to create innovative and engaging designs.

2019 - 2022

**UpGrad KnowledgeHut, Bangalore**

Graphic Designer

- Designing creative visuals for blog, social post, brochures, performance ads etc... to make it engaging and shareable.
- Coordinating with writers and stackholder to understand their requirements and convey their message effectively.
- Managing and mentoring a team of 2 designers to ensure high-quality work that aligns with the company's brand guidelines.
- Ensuring timely delivery of design projects by managing projects from start to finish and meeting stakeholder expectations.

2018 - 2019

**Madhu InFo Tech Pvt.Ltd, Bangalore**

Graphic Designer

- Developed creative designs for digital and print media, ensuring brand consistency.
- Handled design projects from start to finish, managing the entire creative process.
- Collaborated with cross-functional teams, such as marketing and product, to understand their design requirements and provide creative solutions

## EDUCATION

**Bachelor of Degree in BSC. Media Technology (2018)**

ICAT Design & Media College, Bangalore.

Completed Bachelor of Degree in B.sc Media Technology in Bangalore

**12<sup>th</sup> (2012) & 10<sup>th</sup>(2010)**

RAM & RAJ PU College, Humnabad, Bidar, Dist.

Completed PUC (Science) in RAM & RAJ PU College, Humnabad.