

Muralidharan Rajan

SENIOR GRAPHICS DESIGNER

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A Professional Senior graphic designer with 10+ years of experience in the management of the complete design process, from conceptualization to delivery. Expertise at team coordination and cross vertical communication.



Experience:

(2019 - Current) **Freelance Designer**
Professional Senior graphic designer, UI/UX Designer
Utilized market research and trend analysis to identify areas of growth in design strategies to attract new clients, Collaborated with product marketing, Social and creative teams to design marketing assets

(2015 - 2019) **ISHA Foundation**
Senior Designer
Created new design themes for marketing and collateral materials, Collaborated with the marketing team to develop a graphics-led social media campaign, Partnered with the product team to ensure brand consistency between product and marketing, Created all types of print materials, Creating Events master Creatives. Managed and guided the design team creations and kept the quality and deadline of design works par excellence.

(2013 - 2015) **SPRIGHTLY TECH Pvt.Ltd**
Senior Graphic Designer
Created both eCommerce and Non-eCommerce concepts, website layouts and content for the clients.

(2011 - 2013) **ASEC INDIA Pvt.Ltd (VEDA RESOURCES)**
Graphic Designer
Yellow Pages Ad and Logo Creation

Skills:

- Adobe Creative Cloud (Photoshop, Illustrator, Indesign, XD, After Effect, Premier pro), Figma
- Strategic thinking
- Project management
- Art direction
- Branding and identity design
- Print production knowledge
- Creative problem-solving
- Industry knowledge and trends
- Leadership and mentorship

Education:

- B.E - Aeronautical Engineering
- Diploma in Mechanical Engineering

Certification:

- Master in Web Design & Graphic Design

Language: English, Tamil

P. Muralidharan