

# ANKIT VIJAY

## Visual Designer

Creative and detail-oriented professional with 6 years of hands-on experience in delivering creative, reliable, and impactful results. Equipped with the ability to escalate brand value by utilising skills gained in the creative industry, being able to identify opportunities, overcome objections, build long-term mutually beneficial relationships with clients, team, and vendors.

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## Work Experience

### Creative Head 11/ 2020 - present

Moo Chuu India Pvt. Ltd., Hyderabad

- Developed a brand identity - conceptualised a website and led creatives for all platforms, including social media, email, print materials, photos, and videos.
- Mentored and directed a small team of 5 people, including a graphic designer, digital marketer, and photographer.

### Head - Graphic Design 06/2019 - 09/2020

Emojifi Pvt. Ltd., Hyderabad

- Formulate work structure for the nine-person design team.
- Drafted introductory UI for the company's new venture, " Wysh"- app for personalised video greetings from celebrities.
- Designed over 100 static and motion graphic, utilising different style and approaches.

### Design Head 06/2016 - 05/2019

Plant Deck product and services Pvt. Ltd., Hyderabad

- Created a unique brand identity from scratch.
- Built effective presentation decks for a funding round.

### Graphic Design Intern 12/2015 - 05/2016

Anantha Eco Products Private Limited, Hyderabad

- Innatus Consulting (now changed to Anantha) The company support businesses to create and implement exceptional experiences for their customers.
- Develop my graphic design skills for print media while learning about branding.

### Graphic Design Intern 06/2015 - 08/2015

Jabong, Gurugram

- Acquired expertise in email marketing & social media marketing. Worked with the marketing team to create the visuals and layout for a new email campaign.

## Area of Expertise

Art direction

Presentation

Creative thinking

Branding

UI design (Beginner level)

Infographics & layout designing

## Soft Skills

- Creativity
- Communication
- Research

## Technical Skills

Photoshop ● ● ● ● ● ●

Illustrator ● ● ● ● ● ●

## Education

### Bachelor of Design

(Fashion Communication) 2012-16

National Institute of fashion

Technology - Hyderabad

CGPA : 7.4

## Awards & Achievements

- Best Graduation Project 2016.
- Head of Design for Spectrum 2014, the college's largest cultural event.
- Fulfilled 10+ freelance jobs from beginning to end. In recent two years.

## Language

English | Hindi

## Interests



Video Game



Fashion



Artificial Intelligence



Music