



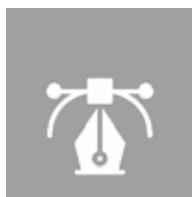
# VARADARAJ

Sr. Graphic Designer

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[www.digimartbyvarada.in](http://www.digimartbyvarada.in)



# PORTFOLIO

# INTRODUCTION

10 years highly talented, driven and flexible graphic designer with a proven record of delivering creative and innovative design solutions. A proven ability of developing projects from inception through production to final delivery, ensuring that all work is effective, appropriate and delivered within agreed time scales. Able to work as part of a team with printers, copywriters, photographers, other designers, account executives, web developers and marketing specialists

## PERSONAL SKILLS

- Ability to understand and apply principles of visual organization, composition, information, symbolic representation, typography/iconography etc., and the construction of meaningful images.
- Possess excellent communication and presentation skills, ability to work effectively with and leading of teams, and promote team spirit and work collaboratively to achieve team goals
- Able to understand, evaluate and apply contemporary thinking about art and design
- Skilled in using the traditional tools and technology in the creation, production, and distribution of graphic design

## EDUCATION

K.S.I.T DIPLOMA IN  
MECHANICAL

ARENA ANIMATION  
(AAASP ANIMATION COURSE)

William Carey University  
(BCA )

Pursuing UX/UI  
(Course in Designers lab)

## PERSONAL DETAILS

Date of birth : 02. 09. 1989

Gender : Male

Marital status : Single

Nationality : Indian

English (Fluent)

Hindi (Conversational)

Kannada (Fluent)

Telugu (Conversational)

## PROFESSIONAL SKILLS

Adobe Illustrator



Corel Draw



Adobe Photoshop



Adobe InDesign



Adobe XD



Adobe Premier pro



Adobe After Effects



MS Office



Figma



# EXPERIENCE

## Arihant Group of Institutions

Senior Executive in Branding 2021 Jan - 2022 Feb

Develop creative advertising content for various media including catalogs, flyers, digital, poster while ensuring maximum brand awareness of target audience/market and Working as Motion graphic designer for the institutions own requirement

## BYVERTICLES PVT LTD

Sr. Graphic Designer (2017 NOV - 2019 Oct)

Working as a creative professional for Designing Lay outing printing of Business Reports on Educational Sectors using Indesign, Photoshop, Illustrator and Corel Draw etc. Also managed the formatting Graphs & Charts for the Reports to enhance images and graphics visually. Planning and designing for brochure, catalogue, flyers, Advertisements etc. And Working as Motion graphic designer for the company's own requirement

## HI-ROCKS

Graphic Designer (2013 NOV - 2016 SEP)

Professional with proven ability in design and production in artwork for wide variety of printed materials flyer, poster, annual reports display and signage's banner, ads, worksheets, brochures, press advertisements, booklets

## FREELANCER

Graphic Designer (2012 JAN - 2013 MAY)

Own Projects with 100% Responsibility for the Graphic Design & Branding.

## AIR

Senior lead designer (2019 Nov - 2020 Dec)

Conceptualized and designed print pieces for stakeholders in various department of a non-profit organization and managed design team of six that developed large scale print and digital projects

## MY ACADEMY

Graphic Designer (2016 OCT - 2017 OCT)

Responsible for the Graphic Design & Branding, Logo Design, Stationary, Packaging, Social Media promotion, Presentations and Support UI teams

## KLUBCLASS

2D Animator (2013 June - 2013 Oct)

Worked for a short term period on contract basis to deliver their 2D layout & development result driven professional with proven ability in design and production in artwork

## Yell Adworks India Pvt Ltd.

Junior Graphic Designer (2011 May - 2011 Dec)

Designing & creating marketing & e-marketing materials on a range of projects

# RECENT PROJECT



## JAIN GROUP OF INSTITUTIONS

Founded as an educational institute in the early 1990s, JGI Group revamped the prevalent methods of education and focused on innovation and entrepreneurship. It created rippling effects in the sector and enabled JGI Group to establish itself as one of the leading education sector in India. University, Jain Colleges, Jain International Residential School, Jain International School, Jain Public Schools, and Jain Toddlers stand testimony to the vision and commitment of JGI Group towards educational excellence. Education combined with entrepreneurship is the stated aim of JGI Group.

The organization encompasses an enthusiastic team of business and financial experts who help in the development and growth of nascent enterprises. Several startup entities have been incubated by JGI Group through JGI's entrepreneurial vision. More than 100 entrepreneurs and 50 ventures from various domains like IT, Financial Services, Home Decor, Hospitality, Music, Education, and Engineering were incubated by JGI's entrepreneurial wings so far.

## Jain (Deemed-to-be University)

With a vision to empower talent through its innovative learning experience, Jain (Deemed-to-be University) has become an educational hub for millions of young minds hailing from more than 35 countries. Based in one of the most progressive cities of India, Bengaluru, which is popularly known as the Silicon Valley of India, the dearest university has evolved magnificently over the last seven years. Jain (Deemed-to-be University) enlightens each and every aspiring student on the path of education and success. Its ever-evolving and dynamic curriculum encourages students to exceed expectations in every field of interest, thus, guiding them to become ethically sound individuals. Due to its quest for continuous success and resilience, Jain (Deemed-to-be University) has become one of the top universities in India. The university, which is spread across five campuses, has left no stone unturned in providing state-of-the-art facilities in various sectors including education, sports, entrepreneurship, research, and its other ventures.

## Word of inspiration from the President



As an honored Alumnus of Jain (Deemed-to-be University), you are an integral part of our fraternity. Furthermore, you represent our institution in the nation by being a contributing citizen. We are proud of your achievements and celebrate the many successes you've received of your degrees from the University.

Here's wishing that our association would transcend eons. We would be ever glad to narrate your accomplishments and successes, and would always hope that you will achieve forever more. Once a 'jainie' always a jainie, you shall always be a valued part of our family.

As our Ambassadors, your efforts, achievements, and endeavors are of immense value in helping showcase our efforts and further strengthen our brand image. The formation and growth of the Alumni network provides an important platform for us to continue to dialogue with you and also provides an opportunity for you to associate yourself with our efforts.

My best wishes for all your endeavors. I look forward to hearing about your many achievements in the future.

**Dr. Chennraj Raychand**  
President  
Jain (Deemed-to-be University)



## EVENTS OF 2018

### CHILDREN'S DAY CELEBRATION WITH KIDS OF THE KARNATAKA WELFARE ASSOCIATION FOR BLIND



Alumni of School of Commerce, Jain (Deemed-to-be University) spent some invaluable moments together with these special kids of Karnataka Welfare Association for Blind. Rotaract Club members and volunteers from School of Commerce accompanied by faculty coordinator Mr. Sreetha were primary coordinators of the event.

## VISIT TO KIDWAI

As a part of ongoing community service programs, the School of Commerce Studies Alumni visited Kidwai and spent time with the kids. Medicines worth Rs. 25,000 was donated to the hospital by the Rotaract Club and Alumni – School of Commerce



## GALLERY OF EVENTS



## TESTIMONIAL

It was Pleasant experience working with Mr. Varadaraj. His professional and dedicational approach towards their work is commendable. Although, he have thorough knowledge of his work . Despite of this, he was open to our concerns and queries and were ready to implement the suggested changes on the booklet as and when required .

**Dr. Chandrasekar Shastry**  
Director **CVIL Jain** (Deemed-to-be University)

# RECENT PROJECT



# LOGOS



# MY WORKS



## STATIONERY DESIGN

# MY WORKS



# **BROCHURE, LEAFLET & CATALOG DESIGN**

# MY WORKS

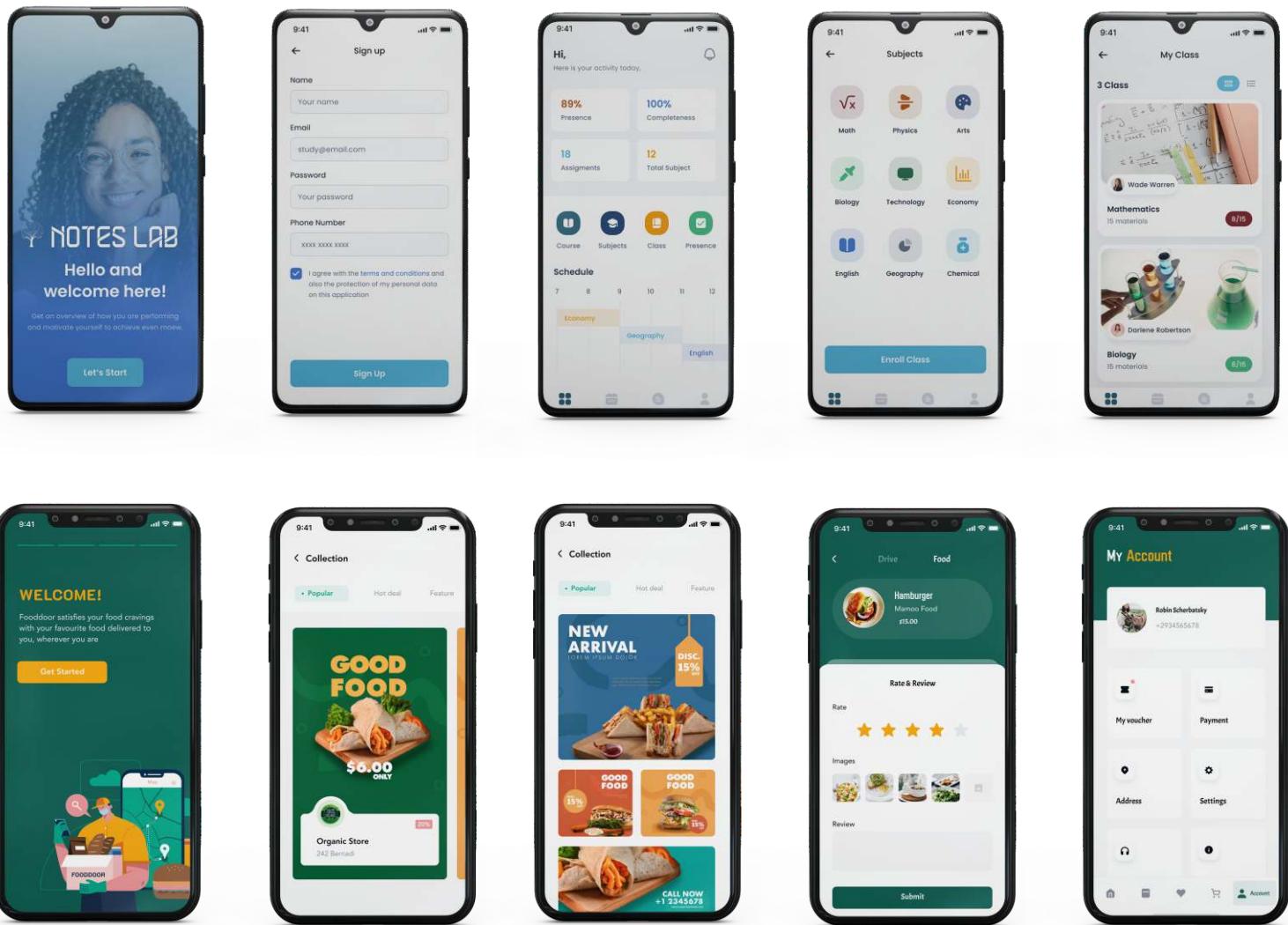


A large, multi-sectioned banner for Arihant Institute of Commerce and Management. It features a large photo of a female graduate on the left. The central part has the institute's logo and the text 'ARIHANT INSTITUTE OF COMMERCE AND MANAGEMENT'. Below that is a large 'ADMISSIONS OPEN 2021' heading. Underneath are two program offerings: 'B.Com | BBA' and 'B.Com | PGDM (AIMA)'. At the bottom right is a red 'APPLY NOW' button and the phone number '+91- 6364 383 366'. The bottom left corner contains the text 'EDUCATION WITH QUALITY &amp; GLOBAL EXPOSURE'.



Digital Marketing

# MY WORKS



## Mobile Application Design

# MY WORKS



**REVA**  
UNIVERSITY  
Bengaluru, India

Established as per the section 2(f) of the UGC Act, 1956,  
Approved by AICTE, New Delhi




## Honoured and Grateful on Receiving a Series of Prestigious Awards for REVA University

"It's a great honour for me to receive a series of prestigious awards and accolades on behalf of REVA University as it shows that the University is performing par excellence in every field, be it education, sports, hygiene, placements, facilities, etc. I would like to express my immense feeling of gratitude to those who were instrumental in achieving these honours, which includes REVA staff, students, parents, and stakeholders."

We overcome problems and challenges to accomplish each milestone by working together without which it would be difficult to achieve the desired results. These recognitions are because of the teamwork and cooperation of all those associated with REVA.

I am truly blessed to have REVA family with me as they are the pillar of my strength in such an outstanding way. A very special thanks to all organisations and jury members for considering REVA University as a strong contender in various areas by giving away these honours.

It is REVA's commitment to ensure that we will continue to do our best for society by offering quality education."

Dr. P Shyama Raju,  
Chancellor, REVA University

**Awards & Accolades of Dr. P. Shyama Raju**

-  Awarded with the most Exemplary Leader Award in Interactions with Industry Leader Award 2018
-  Honoured with prestigious Asia's Greatest Leader Award in 2018 by Asia Content Magazine and ORS Media
-  Revered with the "Person of the Year" award by Industry Research and Asia One in Dubai

Published on Cover Page of Forbes India Magazine 2019



**AWARDS & RANKING OF REVA UNIVERSITY**

-  **2018** REVA Academic Corporation ranked 1st in India in QS World University Rankings 2019  
Ranked 1st in Business Analytics
-  **2018** Ranked Among Top 50 Best B-Schools
-  **2018** Listed among India's Top 100 Best B-Schools
-  **2018** Chennai's Best Marketing University
-  **2018** School of Architecture Review 2018 in the category of Space Engineering and Interior Design
-  **2019** Globus 3rd for New Universities Under 10 Years
-  **2018** CAREER 360 India's Best Law Colleges
-  **2019** Private 11th in Top 100 Private Engineering Institutes

-  **2019** Rated GOLD Band
-  **2019** Ranked 1st in India in Times School Survey
-  **2019** Listed among the Best University in the Country for Higher Education in the Emerging Sector
-  **2019** Ranked 1st among Private and Deemed Universities in India
-  **2019** Chennairank.com Top-B-School (South Zone)
-  **2019** Ranked 1st in India in All India Law School Survey
-  **2019** Ranked amongst the Top 10 Universities
-  **2019** Ranked 1st and 2nd in competitionuniversity.com All India National Survey

-  **2019** Rated 1st in India in nirf Ranking by nirf
-  **2019** Best University by India's Most Respected Brand
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**+91 95388 74445 / 080-66226622** | [www.reva.edu.in](http://www.reva.edu.in)

SCAN TO LOCATE US



The brochure features the university's logo at the top left, followed by the text "REVA UNIVERSITY" and "Bengaluru, India". Below this is a banner with "REVA Academy for Corporate Excellence (RAACE)". The central part of the page shows a classroom or lecture hall setting with students and a professor. A large blue banner on the right side contains the text "India's Top-Ranked" and "PGDM/MBA in BUSINESS ANALYTICS In Association with IBM". Below this, another blue banner says "India's First 100% Simulation Integrated PG Diploma/MS/MTech in CYBERSECURITY Powered by AforeCybersec In association with IBM". Further down, there are sections for "Short-Term Programs", "Diploma in HR Analytics" (in association with Japan Analytics), "Diploma in Strategic Leadership", "Certification Courses" (Artificial Intelligence, Deep Learning, Supply Chain Analytics), and "Security Operations Centre (SOC)", "Vulnerability Assessment & Penetration Testing (VAPT)". At the bottom, the website "www.race.reva.edu.in" is listed.

# BANNER AND T-SHIRT DESIGN

# THANK YOU

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