

## ☆ Brand Experience

Excellerate Software Solutions  
Private Limited (now encora)

ExterNetworks Pvt. Ltd.

Tecra Systems Pvt. Ltd.



## Siva Reddy Meruva

### Senior Graphic / Visual Designer

Creative and innovative graphic designer with 15+ years' experience in developing UI Graphic Visual materials that create a cohesive message, grow brand recognition and increase sales.

## 👤 Personal Info

**DoB:** 14 February 1978

**Email:** meruvasiva@gmail.com

**Phone:** +91 9160030333

**Add:** Plot No: 362 & 363, Flat No.102,

Siddivinayaka Heights,

Bhandari Layout, Road No:10,

Nizampet, Hyderabad - 500090

**Marital Status:** Married

**Linkedin:**

<https://www.linkedin.com/in/sivareddymeruva/>

**Behance:**

<https://www.behance.net/meruvasivareddy>

## 🔧 Technical Skills

Adobe Illustrator ★ ★ ★ ★ ☆

Adobe InDesign ★ ★ ★ ☆ ☆

Adobe Photoshop ★ ★ ★ ★ ☆

Figma ★ ★ ☆ ☆ ☆

Microsoft PowerPoint ★ ★ ★ ☆ ☆

## 🎓 Qualification

**Degree in B.sc**

Kalinga University

## 🔑 Key Strengths

Conceptualisation, Visual Design,  
Graphic Design, Calligraphy, Typography,  
Illustration, UI design

A Senior Graphic Designer based in Hyderabad with interests in Advertising, Design, and Illustration. I am self-motivated, dedicated, hardworking and fun-loving person. I am committed towards everything I do in life and push myself to be the greatest version of myself. I believe that design is a visual communicator that bridges the gap between business objectives and end-user needs.

## 👜 Professional Experience

### Senior Graphic Designer

Excellerate Software Solutions Pvt. Ltd. | (05th December 2016 – Till date)

- Managing projects such as Branding, Creative presentations, Collateral design, UI design, Video storyboard, Flyer, and so on.
- Ensured uniformity and documentation of the visual language and templates.
- Gathering the required data and creating creative graphics, LinkedIn Ads and Interactive eBooks to improve the traffic on the website.
- Participated in team-building activities to enhance working relationships.

### Head of the Design Team

ExterNetworks Pvt. Ltd. | (13th May 2015 – 30th November 2016)

- Responsible for the entire Visual Design.
- Exceed goals through effective task prioritization and great work ethic.
- Gathering the business requirements and understanding the project brief and creating an effective design based on that.
- Led the projects and analyzed data to identify opportunities for improvement.
- Conducted research, gathered information from multiple sources and presented results

### Head of the Design Team

Tecra Systems Pvt.Ltd. | (06/May/2000 to 06/Feb/2015)

- Responsible for the entire Web & Visual Design.
- Create website design and web applications based on client requirements.
- Execute current design trends and techniques in web applications.
- Brainstorming creative ideas, designing visual images, and ensuring that they are in accordance with branding for clients.
- Communicating design ideas using wireframing tools, user flows, process flows, and site maps.
- Creating or designing website layouts by using standard HTML/ CSS .