

## ☆ Brand Experience

Excellerate Software Solutions  
Private Limited  
(Excellerate is now encora)  
ExterNetworks Pvt. Ltd.  
Tecra Systems Pvt. Ltd.

## 👤 Personal Info

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## 🔧 Technical Skills

Adobe Illustrator	★★★★☆
Adobe InDesign	★★★★☆
Adobe Photoshop	★★★★☆
Figma	★★☆☆☆
Microsoft PowerPoint	★★★★☆

## 🎓 Qualification

**Degree in B.sc**  
Kalinga University

## 🔑 Key Strengths

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



## Siva Reddy Meruva

### Senior Visual Designer

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

Hi, I am a Sr. Visual Designer based in Hyderabad, with diverse pursuits spanning across Advertising, Design, Illustration. I am self-motivated, dedicated, hard working yet fun-loving person. I am committed towards everything I do in life & push myself to get the best out of me. I think Design means which communicates and build the bridge between Business objectives and end-user needs.

## 👜 Professional Experience

### Senior Graphic Designer

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

- Participated in team-building activities to enhance working relationships.
- Standardized the Visual language and templates consistency and documentation.
- Gathering the required data and creating creative graphics, LinkedIn Ads and Interactive eBooks to improve the traffic on the website.
- Handling the projects like branding, Creative Presentations, Collateral design, UI design, Video Storyboard, Flyer design, etc.

### 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 .