



Ganesh Kumar P.
Graphic Designer

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**ABOUT ME**

An accomplished graphic designer with extensive experience and proven ability to solve both technical and design challenges. Provide efficient delivery of comprehensive design programs. Conclaves branding and strategy programs that redefine a company's Identity and Improve performance.

**INFORMATION**

Age : 37 years

Gender : Male

Matril Status : Single

Nationality : Indian

Total Experience : 13 years

**EDUCATION**

- 2001 • **S.S.L.C**
R.C. Higher Secondary School, Trichy - 620 001
- 2004 • **Diploma in Gaphic Design**
PENTAGON Computre Education, Trichy - 620 001
- 2011 • **BBA - Computer Application**
Tamilnadu Open University, Chennai - 600 025

**INTERESTS & HOBBIES**

Photography



Film Making



Piano/Keyboard

**WORK EXPERIENCE**

- Myntra.com (2007-2009)
- Jockey (India) (2009-2013)
- Brandis Marketing & Manufacturing pvt.ltd (2013-2017)
- Unicity Healthcare pvt.ltd. (2017-2019)
- Onpassive (2020-2021)
- Neilmed Pharmaceuticals Inc. (2021-2022)

**TECHNICAL SKILLS**

Adobe Photoshop CC	●●●●●●●●●●●●●●●●
Adobe Illustrator CC	●●●●●●●●●●●●●●●●
Adobe Indesign CC	●●●●●●●●●●●●●●●●
CorelDraw X7	●●●●●●●●●●●●●●●●
Adobe Premier Pro CC	●●●●●●●●●●●●●●●●
Adobe After Effects CC	●●●●●●●●●●●●●●●●
Adobe Audition CC	●●●●●●●●●●●●●●●●
UI Design / Wordpress	●●●●●●●●●●●●●●●●
Print Media	●●●●●●●●●●●●●●●●
Web Media	●●●●●●●●●●●●●●●●
Digital Media	●●●●●●●●●●●●●●●●
Visual Designs	●●●●●●●●●●●●●●●●
Adobe XD	●●●●●●●●●●●●●●●●

**LANGUAGES**

Tamil (Write, Read, Speak)	●●●●●●●●●●●●●●●●
English (Write, Read, Speak)	●●●●●●●●●●●●●●●●
Kannada (Read, Speak)	●●●●●●●●●●●●●●●●
Hindi (Speak)	●●●●●●●●●●●●●●●●

**COMPUTER SKILLS**

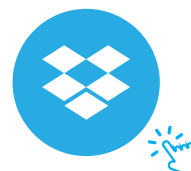
Windows 11 iMAC



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WORK EXPERIENCE

2021 • **Neilmed Pharmaceuticals Private Limited**

Graphic Designer, Nov 2021 to Dec 2022

The NeilMed® brand of products help alleviate common nasal and sinus symptoms in a simple, safe, effective and affordable way. The company supplies millions of products to end users through various trade channels. The headquarters & manufacturing facility is based in Santa Rosa, California, USA. In addition to our USA headquarters, Neilmed also supply and have offices in multiple countries worldwide. The unique business model has been a very strict vertical integration, for achieving precision and fast execution at all levels. NeilMed® prides itself in being part of the small community of Santa Rosa, located in the heart of Sonoma County's wine country in Northern California.

Graphic Designer:

- Worked in the graphic production with International Digital marketing, Production and Sales teams
- Worked with individual stock holders within the association and international members
- Produced product catalogs, packs, marketing materials such as brochures, posters, banner, Magazine ads
- Produced mostly print pieces as well as video, motion graphics, Gif, web graphics

2020 • **ONPASSIVE**

Graphic - Lead, Jan 2020 to August 2021

ONPASSIVE is a unicorn AI tech company that is dedicated to creating business solutions from the sophisticated technologies of the world. The offerings of the establishment emphasize and work towards automating a wide variety of operations to augment the profitability of firms.

Graphic - Lead

- Led team with 10 people
- Managed creative projects from conception to completion
- Collaborates with digital marketing and our team to create wireframes, mock ups, prototypes, etc.
- Created website (wordpress), UI design, Social Media Posts, Video, Motion Graphics, Gif and Print Graphics
- Trained new hires, delegated graphics requests from executives to graphics team members acted as liaison between graphics team, executive team, clients and partners
- Implemented graphic standards for most of the brands and streamlined art production process

2017 • **Unicity Health Pvt. Ltd.**

Senior Graphic Designer, July 2017 to Sep 2019

Unicity is in the business of building up people. With a focus on empowering employees, distributors, and customers to achieve their individual aspirations, each day Unicity helps thousands around the world Make Life Better. Headquartered in Orem, Utah and driven by more than 100 years of enterprise, Unicity empowers its employees, distributors, and customers to achieve their aspirations.

Senior Graphic Designer :

- Led team with 5 people
- Collaborated with Marketing, PR, and Social Media teams to design print graphics, web graphics, Motion Graphics and video's
- Conceptualized logo design, web banners, Social Media Post, posters, GIF animation, Videos to promote product brands
- Managed website (wordpress), UI design and landing pages
- Developed logos, corporate identity packages, marketing collateral and magazines
- Provided design delineation, production art, product photography and retouching for packaging, print and interactive promotions
- Videography and Photography for Product, Event & Corporate Meet

WORK EXPERIENCE

2013 • **Brandis Manufacturing & Marketing Pvt.Ltd**

Senior Graphic Designer, December 2013 to Mar 2017

Brandis India is the trading name of Brandis Manufacuring and Marketing Private Limited, an apparel (Active Wear and Women's inner Wear) Manufacturer and Marketer in india with headquarters in Bangalore, Karnataka

Senior Graphic Designer :

- Developed creative advertising content for various media including news paper ad, magazine ad and hoardings
- Conceptualized logo design, GIF animation, Video editing to promote product brands
- Managed website,e-catalogue (wordpress), UI design and landing pages
- Developed logos, Poster's, corporate identity packages, marketing collateral
- Provided design delineation, production art, Social media post, web banners, product photography and retouching for packaging, print and interactive promotions

2009 • **PAGE industries Ltd., (JOCKEY)**

Graphic Designer, Feb 2009 to May 2013

Jockey international inc, is active more than 120 countries marketing underwear, socks, thermal wear, active wear, sportswear, men's wear, women's and children's ranges. Our ongoing mission is to continue to push boundaries to deliver the experience and excitement that life enthusiasts expect from one of the world best-loved and most-recognized brands.

Graphic Designer :

- Developed creative advertising content for various media including news paper ad, magazine ad, and hoardings
- Conceptualized logo design, web banner, poster
- Spearhead visual indentity including brand positioning, promotions and digital marketing
- Developed logos, corporate identity packages, marketing collateral and magazines
- Provided design delineation, production art, product photography and retouching for packaging, print and interactive promotions

2007 • **MYNTRA.com**

Executive - Graphic Designer, July 2007 to Jan 2009

Myntra.com is among the top e-commerce companies in India and is scaling rapidly. Myntra's vision is to be the country's largest online retailer focused on sports and casual lifestyle products. Myntra has tied up with top sports and lifestyle brands in the country such as Nike, Reebok, Puma, Adidas, Asics, Lee, Lotto, Decathlon, FIFA etc. to offer a wide range in latest branded sports and casual lifestyle wear.

Executive Graphic Designer :

- Worked in the graphic production and sales departments
- Conceptualized logo design, web banners, GIF animations, T-shirt designs
- Spearhead visual indentity including brand positioning, promotions
- Developed logos, marketing collaterals, web banners, posters
- Provided design delineation, production art, product photography and retouching for packaging, print and interactive promotions