

Lavkush Pandey

Marketing and Communication Design Professional

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India

Google Drive Link for portfolio

[Portfolio](#)

Summary

Contributing as an individual contributor Marketing and Communications design professional to drive adaptation of a company-wide internal and external program that encourages taking a customer-centric approach to business.

Manages various creative projects from initial strategy concept stages to design and production execution. Participates in weekly meetings with team members for reviews of various other work. Constantly developing and maintaining relationships among partnering channels. Produce impactful and visually engaging internal marketing material such as PowerPoint presentations, posters, infographics, app designing, exhibition signage etc. Expert in Adobe Photoshop, Illustrator, Indesign, PowerPoint, Adobe XD.

SKILLS

Lead

- In charge of PowerPoint, print, and digital projects.
- Engage the group in a brainstorming session
- The ability to exercise sound judgement and make sound decisions includes weighing the relative costs and benefits of several options in order to select the most appropriate one.
- Timing Control - Keeping track of one's own and other people's time during the course of a project.
- Having the ability to lead a group of designers
- Ability to make evaluation decisions in a given situation.

Domain

- PowerPoint, Infographics, Icon creation, visuals etc.

Design

- Branding assets creation e.g icons, templates etc.
 - Knowledge of graphic fundamentals, layouts, typography and restrictions of the web.
 - Capability to storyboard or convert ideas to designers and expand innovative corporate motion graphics solutions.
 - Advertisement, logo, flyer, poster, brochure etc
 - Infographics
 - Design & Art Direction
 - Video storyboarding
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ACADEMICS

- Bachelor of Computer Application (BCA) from IGNOU, New Delhi.

PROFESSIONAL COURSE & CERTIFICATES

- Advance Diploma in Computer Applications from VCSM, New Delhi in the year 2012.

SOFTWARE TOOLS

Currently using:

PowerPoint, Adobe Illustrator CC, Adobe XD, Adobe Photoshop, Adobe InDesign CC, Adobe Dreamweaver

Software used in past

Adobe After effects, Adobe Premiere, CorelDraw.

PROFESSIONAL EXPERIENCE

October 2022 – Till Date Marketing and Communication Design Production Specialist with Ericsson, Delhi, India

- Responsible for Print collateral and PowerPoint design, including developing new brand assets.
- Understand briefs from the client and design accordingly.
- Present design works to internal stakeholders and works on a team with creative directors, designers.
- Designed infographics, data visualization.
- Led creative on the Mobile World Congress event (Poster, Brochure, PowerPoint, Icons, Cards etc) design.
- Worked with the social media team to visualize content into visual while maintaining consistent quality and branding of communication products across all media channels
- Work within the templates and adhere to brand guidelines

Client: Ericsson has different Market Area and Business Area around the Globe.

2020 – 2022 Sr. Sr. Visualizer with Ayu Health Hospitals, Bangalore India

- Responsible for managing and coordinating various graphic design projects using helpful ideas to complete it.
- Designed and produced Poster, Book Layout, Image Creation.
- Conceptualize creative projects with an illustrator.
- Responsible to manage vendors and freelancers.
- Responsible to manage multiple projects in different stages
- Provided art direction and training for junior designers
- Efficiently designed all projects and ensured that all works have complied with brand standards.
- Responsible for other duties as assigned.

Project Done: Emailers, Brochure, Advertisement, Event Stand Design, Poster, Standee.

2017 – 2020 Graphics Designer - with Print Mark (P) Ltd., Bangalore, India

- Work together with team members and staff to create concessive designs and to meet the requirements of clients
- Executed all advertising activities which include developing campaign strategy, rollout plans and evaluation while handling brand management & corporate communication activities.
- Overseen the whole design process on assigned projects
- Responsible for all visual aspects of printed or onscreen projects.
- Established corporate identities, advertised products and services
- Worked with photographers, illustrators to produce high-quality work for clients

Client: Sonata Software, MindTree etc.

Project Done: Book Layout Design, Book Cover Design, Graphic creation.

Internal

Emailer design, poster design, Logo Designing, Event Stand Design, backdrop design, poster design etc.

PERSONAL DETAILS

Marital Status: Unmarried

Passport: Yes

Permanent Address: At-Itwan, P.o-Doghra, Ps.- Bihta, Patna, Pin-801112

Current Address: E227, Sec.27, Noida, U.P. Pin- 201301, India