

KRITIK SINGH

SR. VISUAL DESIGNER & VIDEO SPECIALIST

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BACKGROUND

Creative Visual Designer & Video Specialist with 5+ years of professional experience helping brands build strong identities and engage audiences through impactful **storytelling**. Skilled in graphic design, video editing, UI/UX, packaging design, and motion graphics, with a proven track record of increasing social media engagement and driving brand growth. Experienced in working with diverse clients, including international influencers, YouTubers, startups, and established companies, delivering projects from concept to final execution. Passionate about combining design strategy with marketing insight to create memorable **brand experiences**.

EDUCATION

10TH ICSE BOARD – ST. JOSEPH’S COLLEGE

Prayagraj, 2018-2020

- Member of Creative Society
- Won Gold medal in Advanced Script writing

12TH CBSE BOARD – BETHAL ACADEMY

Prayagraj, 2021-2022

B.TECH CSE – KCC INSTITUTE OF TECHNOLOGY

Gr. Noida, 2023-2027

- Relevant Courses – Advanced Designing & Web wireframing

EXPERIENCE

WEEONES PRE-SCHOOL | SR. VISUAL DESIGNER & VIDEO SPECIALIST

New Delhi, Delhi, March 2024 - December 2024

Created brochures, children's books, and print materials to build a strong brand identity. Led social media strategy, growing Instagram followers from 89 to 700 and increasing likes/views from 100 to 1,500–5,000 per post. Boosted franchise and admission leads from 12–15 to 50–70 per month and website visits from 100 to 1,500–2,000. Played a key role in overall branding and visual identity, ensuring an engaging and consistent presence.

FJI EDUVERSITY | CREATIVE DESIGNER & VISUAL BRAND STRATEGIST

Noida, UP, January 2023 – February 2024

Managed content for two main YouTube channels and social media accounts, boosting audience engagement and brand reach. Handled video shooting, editing, and uploading, and created graphics for online and offline campaigns, enhancing event visibility and student outreach. Strengthened brand presence across platforms by delivering high-quality, compelling visual content in collaboration with the core team.

SOCIAL MEDIA AGENCY | VISUAL DESIGNER

Dubai, UAE, August 2021 – December 2022

Managed social media accounts for a café, a chef's page, and a restaurant, boosting their online visibility and sales. Designed print materials and promotional content for a café opening ceremony, helping drive strong launch engagement. Enhanced brand presence through creative editing and design, increasing customer reach and supporting overall marketing and advertising strategies.

FREELANCING | VISUAL DESIGNER & VIDEO SPECIALIST

Remote, January 2021 – July 2021

Worked with 4–5 major clients on branding, advertising, graphic design, and video editing projects, refining my storytelling and visual communication skills.

Client highlights include:

- Mrs. Monica (Supreme Court Lawyer)
- Agate9 Café & Bistro (Dubai)
- Aditya Saini (YouTuber with 1M+ subscribers)
- Sham Sharma (YouTuber with 500K+ subscribers)
- Portuguese fintech company

Delivered impactful designs that elevated brand presence and audience engagement across platforms.

SKILLS

CORE DESIGN SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- CorelDRAW
- Canva

VIDEO & MOTION

- Adobe Premiere Pro
- Adobe After Effects
- Da Vinci Resolve

WEB & UI/UX

- Word Press
- Figma
- HTML/CSS
- UI & UX

MARKETING & GROWTH

- Copywriting
- SEO
- Analytics
- Meta Ads
- Google & YT ads

PRODUCTIVE SKILLS

- Notion
- Communication Skills
- Team Management

LANGUAGE

- English - Fluent
- Hindi - Native
- Spanish - Beginner