

Abhijit kumar jha

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OBJECTIVE

I am **Abhijit Kumar Jha**, a passionate and creative **Graphic Designer**, currently gaining industry experience as a Graphic Design Intern at Blue Tea India. With a strong foundation built through freelance projects, personal design work, and hands-on professional exposure, I am seeking an entry-level opportunity to apply my visual communication skills, enhance brand identity, and contribute to impactful design solutions within a dynamic and growth-oriented organization.

EDUCATION

Jagannath University

Bachelor of Vocation in Filmmaking and animation

Bahadurgarh, Haryana

Aug. 2022 – July 2025

Arena Animation

Bachelor of Vocation in Filmmaking and animation

Connaught Place, New Delhi

Aug. 2022 – July 2025

Sarvodaya Bal Vidyalaya

Senior Secondary (62%) Arts Stream

Tughlakabad Extension, New Delhi

May 2021 – July 2022

Sarvodaya Bal Vidyalaya

Secondary School (55%)

Tughlakabad Extension, New Delhi

May 2019 – July 2020

EXPERIENCE

Graphic Designer

Blue Tea

Sep 2025 – Dec 2025

UP, India

- Designed brand-centric product creatives, A+ content, and promotional graphics for Amazon, Flipkart, Blinkit, and D2C stores.
- Created high-conversion listing images, comparison charts, product infographics, and lifestyle visuals to improve CTR and sales performance.
- Developed storefront banners, deal creatives, and campaign visuals aligned with platform guidelines and brand identity.
- Optimized product creatives based on e-commerce trends, user behavior, and marketplace algorithm requirements.
- Collaborated with the marketing and e-commerce teams to plan and execute design strategies for ongoing campaigns and seasonal sales.
- Ensured consistent visual quality, fast turnaround times, and accurate brand representation across all digital platforms.

Graphic Design and Video Editing Intern

Shriji Entertainment

March 2025 – April 2025

Delhi, India

- Designed marketing and promotional creatives for social media and digital campaigns
- Edited short-form and long-form video content using Adobe Premiere Pro and After Effects
- Collaborated with the creative team to meet tight deadlines and deliver client-ready visuals

Freelance Graphic Designer

Kriptees

April 2024 – June 2024

Delhi, India

- Created original graphic designs for apparel, including t-shirts and streetwear collections
- Collaborated with the design and marketing teams to align visuals with brand identity and seasonal trends
- Prepared print-ready files and mockups for production using Adobe Illustrator and Photoshop

TOOLS

Graphic Design: Adobe Photoshop, Adobe Illustrator, Figma

Video Editing: Adobe Premire Pro, Adobe After Effects, Davinci Resolve, Topaz Video AI, Adobe Media Encoder

Web Design: Wordpress, Framer

3D: Blender 3D