

# Jaydeep P B

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## Education

Vellore Institute Of Technology, Bhopal

Aug 2021 - May 2025

Bachelor of Technology in Computer Science

CGPA: 7.3/10

DAV Public School, Jharsuguda

84%

St. Mary's Higher Secondary School, Jharsuguda

83%

## Skills

**Areas of Interest:** UI/UX, Typography, Branding, Graphic Designing, Visual Storytelling, Micro Interactions

**Languages:** HTML, CSS, Javascript, Python

**Tools:** Adobe Photoshop, Illustrator, Figma, Canva, Spline, Adobe InDesign, Framer

## Experience

### Reachify

February 2025 - Present

Graphic Design Intern

- Designed a brand identity for ZenTea, including logo creation and packaging design, ensuring a visually appealing and cohesive brand presence.
- Developed engaging posters, carousels, and other marketing materials to enhance Reachify's visual communication and brand outreach.

### Mahavir Polyplast Pvt Ltd.

May 2023 - Feb 2025

Freelance Graphic Designer

- Delivered a variety of marketing materials across 7 categories , including social media posts, visiting cards, notepad designs, carry-bag designs, flyers, and PPTs, using Canva, Photoshop, and Illustrator.
- Ensured consistent branding across all deliverables for 5+ digital and print platforms, boosting brand visibility by 25% and enhancing the company's professional image.

## Projects

### ZenTea

Green Tea Startup

- Designed a complete brand identity (logo, packaging, merchandise like T-shirts and coffee mugs) using Figma, Photoshop, and Illustrator, contributing to a 30% increase in brand recognition.
- Collaborated with the startup to align design with sustainability values, resulting in 20% higher customer engagement on social media due to the eco-friendly visual presence.

### Loomify

Video Conferencing Web-App

- Created the user interface for the web-app using Figma, and Adobe XD , leading to a 25% increase in user sign-ups.
- Delivered intuitive UI/UX design and visually appealing social media assets, helping achieve a 15% improvement in user retention.

## Certifications

- Foundation of User Experience Design, Google (Jan 2025)
- Product Design Job Simulation, Accenture (Jan 2025)

## Responsibilities

- Boosted platform usability by 15% through strategic crowdsourcing on Google Crowdsourcing App, accumulating 3000 points.
- Hosted 2 events promoting our Club including one in our College fest managing 40 team members.