



KARTHIK G

Senior Graphic Designer

PROFILE SUMMARY

- Unique blend of leadership offering nearly 9 years of experience in Graphic Designing; currently associated with Capgemini as Senior Graphic Designer
- Expertise in **Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Premiere Pro, Adobe InDesign** software, **PowerPoint presentation**
- Experience in **leading a user-centered research and design process that includes user research, personas, context scenarios, rapid prototyping & user testing**
- **Excellent visual design skills** with sensitivity to customer experience practices and capability to map journeys and interactions with strong understanding of design theory and concepts to create effective **visual communication with hierarchy & balance**
- **Proven excellence of working on** Motion Graphic Design, Logo design, Social Media Creative, Branding, Advertising, stationery Design, Brochures, Flyers, Title Animation, Social Media Design, Social Media Videos & PowerPoint Presentation
- **Experienced Learning and Development Specialist** skilled in coaching, mentoring, and developing leadership content
- Expertise in integrating adult learning and leadership theories to create practical and impactful instructor-led sessions and blended learning solutions
- Expertise in collaborating with **Instructional Designers & Project Managers** to understand storyboards, creating graphics accordingly; contributed to new business pitches, customer intake sessions and presentations for business development
- Skilled in implementation of **best practices & trends in UI/UX design philosophies**, content generation and responsive design and accessibility standards; interpreted storyboards & visualization inputs to create appropriate visuals & e-learning videos

TECHNICAL SKILLS

• Adobe Illustrator	• Adobe Xd	• Adobe Photoshop
• Adobe InDesign	• Adobe Premiere Pro	• Adobe After Effects
• Adobe Lightroom	• Canva	• Figma

WORK EXPERIENCE

Jul'22– Aug 2023: Capgemini Senior Design Specialist

- Brainstorming visual concepts, ideas, multiple media, videos, motion graphics, visual innovation & so on
- Designing reative Banners, Social Media Design, Motion Graphic Design, PowerPoint Presentation and more
- Generating original visual executions that are both exciting, creatively attractive and speaking directly to the creative brief
- Analyzing & developing visual strategies using design philosophies and colour principles, based on the audience profile and other functional specifications
- Devising visualization ideas to help Art Directors, Project Managers & Account Managers; designing / developing using written instructions in storyboard
- Performing research, visualization & art for video content and learning best practices
- Visualizing & designing concepts on the basis of requirements communicated in a variety of forms, ranging from a single; making paragraph description of client requirements to a well- detailed design suggestion document

Strategic professional with a successful track record with strong business acumen, an analytical bent of mind and a proven track record of stamping success in uncertainties & challenges across the entire gamut of Graphic Designing

CONTACT ME AT

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in [LinkedIn](#)

📁 [Portfolio](#)

CORE COMPETENCIES

- Graphics / UI / UX Layout Designing
- Design Strategy & New Design Concepts
- Graphics & Layouts / Animation / Visual Storyboards
- Project Planning & Execution
- Requirement Gathering & Analysis
- Client / Stakeholder Engagements
- E-learning Solutions Design & Development
- Animation Layout & Storytelling
- Video & Audio Editing/ Camera Movements / Instructional Design
- Banners / Visualize / Posters Graphic Designing
- Team Building & Leadership

EDUCATION

- **2015:** B.Tech/B.E. from Karnataka State Open University

SOFT SKILLS

Negotiation &
Conflict
Management

Team Building &
Interpersonal
Skills

High Business
Ethics &
Trustworthy

Analytical
Problem Solving

Effective
Management
Skills

Leadership and
Delegation

TECHNICAL SKILLS

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Adobe Premiere Pro, After Effects)
- Logo Creation
- Print Media Design Knowledge
- Social Media Design and Video
- Typography and Font Selection
- Photo Editing
- Video Editing
- Motion Graphics
- Basic UX Design
- Color Correction
- Branding Design
- Brochure Design
- Design Concepts
- Flyers
- Posters
- Business Cards
- Print Ads
- Leaflets

PERSONAL DETAILS

Date of Birth: 15-March-1989

Address: #57, 2nd Main Road, Near Vasu Medical Store, Pattegarapalya, Bengaluru

Nov'21-Jul'22: Mensa Brands Technology Pvt. Ltd.

Graphic Designer

- Designed and implemented impactful logos, brochures, banners, standees, and social media designs
- Created engaging and attention-grabbing logo animations and motion graphics
- Managed video editing, ensured high-quality and polished final products
- Developed visually striking posters that effectively communicate key messages
- Explored new design concepts and techniques to enhance creativity

Nov'17-Mar'19: IntraIntel Information Solution Pvt. Ltd.

Graphic Designer

Highlight:

- Designed and produced creative visual materials, including logos, brochures, banners, standees, and social media graphics
- Collaborated with clients to understand their design needs and objectives
- Conducted photo editing and color correction to enhance the visual appeal of images
- Managed multiple design projects simultaneously, ensured timely completion and delivery
- Maintained a high level of attention to detail and consistently met project requirements and deadlines
- Collaborated with print vendors and supervised the production process to ensure print materials met quality standards
- Contributed to brainstorming sessions and provided creative input for marketing campaigns and initiatives

Jan'14-Oct'17: Fourth Demention

Jr. Graphic Designer

Role:

- Developed concepts and translated them into quality design solutions
- Utilized Adobe Creative Suite (Photoshop, Illustrator, InDesign) to create and manipulate graphical elements
- Conducted thorough research and maintained awareness of current design trends and industry best practices
- Worked closely with cross-functional teams, including marketing & content team, to ensure brand consistency across all materials

FREELANCE EXPERIENCE

Apr'19-Dec'21: Freelancers.com

Freelance Graphic Designer Works

Role:

- Designed logos, brochures, banners, logo animations, and social media designs, among other graphic projects

PROJECTS

8 Months:

Villain Perfume: Created creative designs and motion videos for social media posts, as well as product design.

7 Months:

Denis Lingo: Produced creative designs, posts, and motion design for social media.

5 Months:

Florona: Designed logos, created mockups, developed creative posts, and crafted motion videos.

7 Months:

Subway: Contributed to PowerPoint presentations, created motion videos, and conducted video editing.

4 Months:

Worked on various design projects including flyers, posters, business cards, print ads and leaflets.
many more*