



INFO

Basavaraj C
Visual & Graphic Designer

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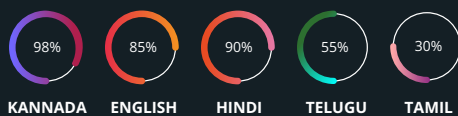
Behance link
<https://www.behance.net/mcbasavaraj>

EDUCATION

2012-2014 Karnataka University Dharwad
Completed B.com - 2014

2022-2024 Pondicherry University
Completed MBA - 2024

LANGUAGE



COMPANY'S



ACHIEVEMENT'S



2015/16/17/18/19/20/21
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BASAVARAJ C

Visual & Graphic - DESIGNER



Accomplished Graphic & Visual Designer with **7+** of experience in creating compelling visual solutions across print, digital, and multimedia platforms. proven track record of leading design teams, managing projects from concept to execution, and delivering innovative designs that drive brand success.



WORK EXPERIENCE

2015-2021 **PRINTO DOCUMENTS SERVICE PVT. LTD** (Retail industry)
Sr. Graphic Designer

Creative and versatile graphic designer with **5.8 years** of experience specializing in serving retail industry clients, proficient in translating client visions into visually compelling designs that drive brand recognition customer engagement, and sales.

Responsibilities: Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premium Pro), CDR and PPT

- Create and design various materials for digital and print
- Ensure projects are completed in a timely manner with a quality product.
- Collaborate with fellow designers to develop new approaches for creating more-expressive graphics for the company
- Manage multiple projects within design specifications and budget restrictions.

2021-2022 **APPADD INDIA PVT. LTD** (Web development company)
Branding Designer

Dynamic graphic designer with a focus on web design and digital media, specializing in collaborating with web development teams to create engaging user experiences. proficient in Adobe Creative Suite experienced in designing for various digital platforms

Responsibilities: Adobe Creative Suite (Photoshop, Illustrator, After Effects. etc.), Figma, CDR & PPT (Expert)

- Collaborated with web developers and UX/UI designers to create visually appealing and user-friendly websites and web applications for clients across various industries.
- Translated client requirements and project goals into wireframes, mockups, and prototypes, ensuring alignment with brand identity and user experience objectives.
- Designed responsive layouts and interactive elements for websites and mobile applications, optimizing user engagement and accessibility across different devices and screen sizes.

2022-2024 **ZINC & BROCCOLI PVT. LTD** (B2B company)
Visual & Graphic Designer

Dynamic and innovative graphic visual designer with a focus on delivering impactful designs for **B2B** marketing initiatives experienced in translating complex concepts into compelling visual narratives that resonate with corporate audiences.

Responsibilities: CDR, Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign & After Effects. etc.) and PPT

- Work on different projects and media using the latest software to develop innovative graphic designs that meet the company's business goals
- Develop the production design and overall layout for advertisements, magazines, banners, products, brochures, and more
- Design graphics to meet specific promotional and commercial needs like logos, packaging, displays, or imagery for digital and printable products

2024-20__ **MARKETSTAR INDIA PVT. LTD** (B2B company)
Visual Designer

As a Visual Designer and PPT specialist, I combine creativity and technical expertise to craft visually engaging presentations and designs that communicate ideas clearly and effectively

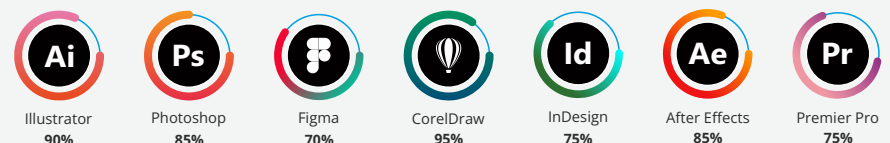
My responsibilities include handling the LinkedIn (Vendor Strategy Team) client-facing tasks, such as preparing all meeting presentations, SQBR decks, newsletter designs, team connect decks, as well as brochures and booklets

Responsibilities: PPT Presentation and Adobe Creative Suite (Photoshop, Illustrator, InDesign & After Effects. etc.)

- Design visually engaging dashboards and presentations that simplify complex data for B2B clients.
- Collaborate with data teams to create data-driven visuals that drive business insights and decision-making.
- Transform raw data into clear, impactful visual stories for B2B stakeholders and clients.
- Craft intuitive reports and presentations that communicate key metrics and trends effectively.
- Develop visually compelling analytics content to help B2B clients better understand performance and opportunities.



SKILLS AND EXPERIENCE



SOFT SKILLS PowerPoint — Expert — Word Excel Google Doc Google Slide Google Sheet

DECLARATION

Experienced Senior Visual & Graphic Designer with 7 years of expertise crafting captivating visual solutions diverse digital and print platforms skilled in branding, UI/UX design, and digital marketing, dedicated to exceeding client expectations and enhancing brand experiences