

Neeraj Kumar

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SUMMARY

A multidisciplinary designer in Berlin, specializing in branding, visual design, UI, and UX. Currently studying Visual and Experience Design at UE Applied Sciences Potsdam, I bring over three years of professional experience and five years of dedicated practice. Passionate about creating user-centered digital experiences, I strive to continually refine my skills and expertise.

EXPERIENCE

Graphic Designer

Hans Arts

June 2022 - June 2023, Jaipur, India

- Enhanced design skills through diverse projects including billboards, business cards, brochures, flyers, and posters.
- Elevated reputation for the brand, resulting in a 15% rise in seasonal sales.
- Collaborate extensively with multi-functional teams to understand requirements for the project, gather data, and ensure that design solutions should align with firm objectives and customer desires.
- Utilized design tools such as Figma, Photoshop, and Illustrator.
- Designed and produced over 50 marketing materials, including brochures, social media graphics, and web banners, utilizing Adobe Creative Suite, resulting in a 25% increase in client engagement and brand consistency.

Lead Designer

Jaipur Jewelry Walk

April 2022 - June 2022, Jaipur, India

- I significantly involved with the client to determine their vision, preferences, and precise requirements for the brand identity and logo design. By communicating clearly and consistently throughout the project, I established that all deliverables met the client's expectations.
- Boosted client retention rates by 40% by enhancing visual design elements.

Concept Designer

Bhushan Powar Design

January 2022 - March 2022, Bangalore, India

- Developed on concept designs for a 110-meter yacht, drawing inspiration from nature. To produce new and unique designs, I used advanced Photoshop sketching and rendering techniques.
- Ventured into furniture design by creating a unique coffee table that incorporated a propeller into its structure. This project allowed me to explore new design territories, blending functional and artistic elements.

Vehicle graphics Designer

IDE Autoworks

June 2021 - July 2021, Gurgaon, India

- Researched car wrap marketplace developments, generated graphics for Indian and foreign businesses, and offered a range of substitutions in dual tone and style editions. Created promotional posters for social media platforms that promoted visibility and engagement. Improved design process efficiency through skilled time management causes quicker turnaround times. Enhanced exposure and engagement with the particular customer.

Graphic designer

Capital Tool Industries

February 2021 - May 2021, Ludhiana, India

- Redesigned brand identity, boosted client satisfaction by 25%, and brought up brand visibility by 40%. I designed a detailed brochure and product specification book for Capital Gear Tools CTI, employing photographers to capture high-quality photographs that highlight manufacturing precision.

Graphic Designer

Coco Bakery

October 2020 - December 2020, Delhi, India

- Created a successful brand identity by designing a logo and packaging that complemented the client's needs, resulting in a 35% increase in brand engagement through engaging visual design.

EDUCATION

Master of Arts in Visual & Experience Design

University Of Europe Innovation Hub • Potsdam, Germany • 2024

Bachelor's in Transportation & Mobility Design

University Of Petroleum And Energy Studies • Dehradun, India • 2022 • 7.5

CERTIFICATIONS

Academic Writing Strategies - JumpStart

University of Europe for Applied Sciences • 2023

- Thesis Development
- Academic writing
- Referencing skills

Getting Started - Jumpstart

University of Europe for Applied Sciences • 2023

- Note taking
- Active Participation
- Goal Setting

Integrity Matters - JumpStart

University of Europe for Applied Sciences • 2023

Innovation & Entrepreneurship - From Basics to Open Innovation

Coursera • 2020

SKILLS

Design Skills- Hand Sketching, Digital Drawing, Clay Modeling, 3D Visualization, Animation, Graphic Design, UI Design

Soft Skills- Team Work, Fast Learner, Flexibility & Adaptability, Communication Skills, Design Thinking, Project Management

Software's- Figma, Photoshop, Illustrator, Premiere Pro, Lightroom, InDesign, Blender 3D, Microsoft Power Point, Microsoft Word, Autodesk Sketchbook