

MALATHI SUNDARAM

Graphic Designer
LONDON, ON

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- [\(226\) 219-9158](tel:2262199158) | • malathy.sundaram27@gmail.com
 - [LinkedIn](#) | • [Portfolio](#)
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SUMMARY OF QUALIFICATIONS:

- 5 years of experience in Graphic Design with one year of working in an Ad Designing Company
- Proven ability to work in fast-paced settings which require strong attention to detail
- Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, Acrobat), Microsoft (Word, Excel, Power point), Figma & Canva
- Design experience more through Freelance Design Project works
- Excellent Creativity and Innovative Design skills
- Passionate about the work with one goal in mind: RESULTS

SKILLS:

- **Technical Skills:**
Adobe Photoshop | Adobe Illustrator | Adobe Indesign | Adobe Premier Pro | Adobe XD | Adobe Acrobat | Coral Draw | Canva | Figma | Microsoft (Word, Excel, PowerPoint)
- **Design Skills:**
Brand Identity | Advertising | Packaging | Layout Design | Editorial Design | Social media designs | Mobile & Web designs | Typography | Vector illustrations | Caricature | Story-Boarding
- **Soft Skills:**
Managing time and organizing task | Communicating effectively | Paying meticulous attention to detail | Collaborating with team members | thriving in a fast-paced environment

WORK EXPERIENCE:

FREELANCE GRAPHIC DESIGNER : Remote (January 2018 - December 2022)

- Created visually captivating designs, leveraging industry trends and design principles, resulting in a 15% increase in brand recognition and customer engagement.
- Designed various logos and brand identity projects and illustrations for clients from different countries.
- Used software such as Adobe Photoshop and Illustrator to create a wide range of Graphics and layouts for Illustration, Company logos and websites.
- Performed conversation with clients and created rough illustration in accordance with client's specification.
- Complete logos and Illustrations are created by combining hand-drawn and digitally created Image.
- Analyzed pullout errors and problems with the design before handling it to the client for review.
- Worked according to client needs and gave suggestion for a better outcome of designs.

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JUNIOR GRAPHIC DESIGNER : (January 2017 - August 2017)

Saroj Ad Creators Private Limited, India

- Designed multiple graphic assets for creative posters, logos, business cards, magazines, packaging, social media outlets, brochures, invitations and editing.
- Worked in team for Package Designs of a best award winning baby product; Chocolate packaging designs; Inner wear packaging design.
- Developed a bold Poster designs for a leading Inner wear company.
- Designed a creative poster for a government project of TNFDC, which was appreciated by the client.
- Created hand-drawn (Story-Board) illustrations for 6 Advertisements to explain the concept and angle of shot to the client and worked on editing video shots.
- Stayed abreast with trends, proposing inventive approach to stimulate a 10% expansion in company growth.
- Suggested creative ideas to improve the look and feel of the design.

EDUCATION:

GRAPHIC DESIGN (Certification) :

2016

M.SC COMPUTER SCIENCE & TECHNOLOGY :

University Of Madras, India

2011