

Rathish kumar

Graphic Designer and Video Editor

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🔗 Portfolio



PROFILE

A passionate and innovative graphic designer and video editor with 1 year of experience, specializing in content creation and social media management. Seeking to leverage creative skills and technical expertise to deliver impactful visual solutions that enhance brand identity and drive audience engagement.

EDUCATION

2020 – 2023

PSG Polytechnic College, Diploma in Computer Engineering

SKILLS

Adobe Photoshop

Adobe Illustrator

Canva

Adobe Premiere pro

Adobe After Effects

PROFESSIONAL EXPERIENCE

Lasercraft Technologies, Graphic Designer

- Designed visually engaging social media posts, stories, posters, and ad campaign materials, increasing online engagement by 25%.
- Managed the company's social media pages, driving brand visibility and boosting follower growth through strategic content planning.
- Edited promotional reel videos and developed flyers, aligning marketing content with brand guidelines to support successful product launches.

Wehint, Graphic Designer and Video editor

- Managed social media pages and developed content calendars to drive brand engagement.
- Created comprehensive branding materials, including logos, package designs, flyers, posters, banners, and marketing materials.
- Designed social media posts and reel video edits, contributing to cohesive brand identity and consistent digital presence.
- Enhanced brand visibility by delivering creative content across multiple platforms, aligning with marketing strategies.