

Arun Kavanekar

G R A P H I C D E S I G N E R

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PROFESSIONAL SUMMARY

Creative and detail-oriented Graphic Designer with over 6 years of professional experience in real estate and printing industries. Skilled in conceptualizing, designing, and executing high-impact visual content across digital, print, and outdoor platforms. Strong understanding of branding, advertising, prepress production, and campaign design, with proven ability to manage multiple projects independently while maintaining quality, consistency, and deadlines.

CORE SKILLS

- Social Media & Ad Campaign Creatives
- Print & Outdoor Media Design
- Video Editing & Motion Graphics
- Website & Landing Page Visuals
- Floor Plan & Brochure Design
- Prepress & Color Separation
- Vendor & Client Coordination

SOFT SKILLS

- Problem Solving
- Client Management
- Project Management
- Strategic Thinking
- Continuous Improvement

TOOLS

Illustrator



Photoshop



Premier Pro



After Effects



CorelDraw



EXPERIENCE

Graphic Designer | Kumar Properties, Pune

June 2023 – Present

- Drive creative strategy and design execution across **15 residential and commercial projects** under the Kumar Group umbrella (Kumar Corp, Kumar Lifespaces, and Kumar Realty).
- Conceptualize and deliver impactful visuals for **social media campaigns, Google & Meta ads, outdoor branding (hoardings, standees, banners, site panels)**, and internal communications.
- Design and adapt a wide range of **print and digital marketing collaterals**, including brochures, leaflets, coffee table books, e-brochures, vouchers, booking/enquiry forms, and corporate stationery.
- Create and optimize **website assets** - banners, sliders, pop-ups, and landing pages. collaborating with developers to ensure brand consistency and visual appeal.
- Edit and produce **video content** for YouTube, Instagram Reels, and Shorts, ensuring engaging storytelling and brand tone alignment.
- Support HR and Marketing with **job post creatives, emailers, and internal communication materials**.
- Coordinate directly with the **Sr. Vice President, Marketing Head, Campaign Manager, and Web Developer** to maintain consistency across all platforms.
- Led the **Anniversary Offer Campaign (August 2025)** resulting in **12 bookings (₹12 Cr revenue)** and **100+ site visits**.
- Independently managed design work for **Earth Culture** (group company) for one year — including packaging, brochures, social media, and marketing collaterals.

Key Tools: Adobe Photoshop, Illustrator, Premiere Pro, After Effects, CorelDRAW

Graphic Designer | Unique Labels Pvt. Ltd., Pune

June 2019 - June 2023

- Spearheaded the **screen printing design and prepress process** for major automotive and industrial clients including **Minda, Pricol, BHTC, Kinetic, Sandvik, Mitsubishi, Allenger, Clarity, and EMSIPL**.
- Created artwork from technical drawings and prepared **print-ready designs** for labels, dials, and industrial graphics used in **2-wheeler and 4-wheeler clusters** such as **Yamaha Fascino, Honda Activa, Bajaj Pulsar, Piaggio Ape, and Mahindra Bolero**.
- Successfully executed the **Volvo Thermoforming Dial Project** - the company's **first and largest thermoforming dial**, achieving successful production after **40 development trials**.
- Handled **artwork development, color separation, and positive (+ve) film preparation** for screen making, coordinating with external vendors for film output and quality checks.
- Designed **die layouts**, coordinated with vendors, and **created laser cutting files** for internal execution.
- Worked directly with the **Director** on high-value and complex developments, ensuring accuracy and production feasibility.
- Collaborated with the **QA and Shade departments** for **Pantone color matching**, implementing improvements based on feedback and quality requirements.
- Trained junior designers on prepress and production workflows, improving accuracy and turnaround times.

Key Tools: Adobe Photoshop, Illustrator, Premiere Pro, After Effects, CorelDRAW

EDUCATION

BE (Mechanical Engineering)

Shivaji University, Kolhapur (2020)

INTERESTS

Exploring Design & Technology Trends

Football & Playing PC Games