

## EDUCATION

### Diploma, Graphic Design

International School Of Design

2020 - 2022

CGPA: 9.40/10

### Bachelor of Commerce (B.Com) (Hons.)

Motilal Nehru College, University Of Delhi

2018 - 2021

Percentage: 60.00%

### Senior Secondary (XII), Science

DAV RB KEDIA SCHOOL

(CBSE board)

Year of completion: 2018

Percentage: 92.50%

### Secondary (X)

Wynberg Allen School, Mussorie

(ICSE board)

Year of completion: 2015

Percentage: 89.60%

## JOBS

### Head Graphic Designer

Bigg Buzz Event Management Company, Birgunj

Mar 2020 - Mar 2020

Conceptualizing visuals based on requirements

Creating images and layouts by hand or using software

Testing graphics across various media

Liaising with external printers to ensure deadlines are met and material is printed to the highest quality

### Digital Marketer

Cake O' Clock By Punam, Virtual

Feb 2020 - Present

Conduct social media audits to ensure best practices

Prepare emails to send out to customers

Monitor key online marketing metrics to track success

Create and maintain online listings across e-commerce platforms

Ensure brand message is consistent

### Head Graphic Designer

Celebrations Event Management Company, Virtual

Jan 2018 - Jul 2020

Create designs using illustration, editing and layout software

Produce drafts for client review and make revisions based on feedback

Collaborate with other team members throughout projects  
Keep up-to-date with design trends, tools & technologies

### **Head Graphic And Web Designer**

Sweetmart Food Pvt. Ltd., Birgunj

Jan 2018 - Present

Select colors, images, typography and layout for communication materials, including websites, logos, signs, books, magazine covers, annual reports, advertisements, and social media posts  
Review designs for errors before they are printed or published

### **Head Graphic And Web Designer**

Arvind Udhog Pvt. Ltd., Birgunj

Feb 2017 - Present

Study design briefs and determine requirements  
Advise clients on strategies to engage target audiences  
Design web pages, brochures, logos, signs, books, magazine covers, annual reports, advertisements, and other communication materials.

## **INTERNSHIPS**

### **Graphic Design**

Coupon Monster, Virtual

Sep 2020 - Oct 2020

Designed clear engaging graphics for print & web.  
Designed brochures, mail pieces, website, social media posts, posters, flyers, etc.  
Worked with the marketing team to translate concepts into materials  
Came up with ideas for social media campaigns

## **POSITIONS OF RESPONSIBILITY**

Led the Marketing and Design teams for Omicron 21, Kamala Nehru College, Delhi University.

Led the team of Enactus 19, Moti Lal Nehru College, University of Delhi to develop their website from front-end through back-end.

## **TRAININGS**

### **Adobe Photoshop Mega Course-From Beginner To Super Designer**

udemy, Online

Sep 2020 - Sep 2020

- Creative Photomontage
- Creative Double Exposure
- High-End Skin & Eyes retouching
- Baugasim Trendy Style
- Adobe Camera Raw Filter
- 3D in Photoshop
- User Experience, Creating Modern App and Website Designs
- Abstract Gradient Trendy Style
- Glowing Object in Photoshop and Calop Style
- Creative Photo Collage
- Contrast Trendy Style
- Creating Photoshop Elements, Brushes, Actions, Patterns, Styles etc.

### **User Experience Design From A-Z: Adobe XD UI/UX Design**

udemy, Online

Apr 2020 - May 2020

- Design a website from scratch in Adobe XD.
- Design websites & mobile phone apps from scratch.
- Pick the best color schemes.
- Work with fonts.
- Learn both UI and UX.
- Design and build a prototype.
- Identify a customer problem to solve.
- Conduct user research.
- Learn various style guides, elements and prototyping.
- Learn sketching and wireframing.

### **Front End Web Development Ultimate Course 2021**

udemy, Online

Dec 2019 - Jan 2020

- Advanced HTML5
- Advanced CSS3
- Advanced JavaScript
- Advanced jQuery
- Advanced Bootstrap 4
- Advanced SVG
- Visual Studio Code

## **PROJECTS**

### **Frontend of Online Turf Booking Company**

Mar 2021 - Apr 2021

<https://aniruddh411.github.io/OnTurf/>

- Designed & Developed the complete website solely.
- Designed all the elements, illustrations included in it.
- Developed all forms in the website.

### **Website for Machinery Trading Company**

Oct 2020 - Oct 2020

<https://aniruddh411.github.io/NepalMachineryExim/>

- Home Page redesign
- Products Listing
- Inquiry form integration with Email
- SEO service
- Set cookie integration for Ad Facebook page integration
- Facebook Pixel & Google Analytics integration
- Ad campaign setup
- Web hosting service

## **SKILLS**

### **Adobe Dreamweaver**

Advanced

### **Adobe Illustrator**

Advanced

### **HTML**

Advanced

### **JSON**

Intermediate

### **Adobe Photoshop**

Advanced

### **CorelDRAW**

Advanced

### **CSS**

Advanced

### **Bootstrap**

Advanced

**Adobe After Effects**

Beginner

**Adobe XD**

Intermediate

**JavaScript**

Intermediate

**MySQL**

Beginner

**Adobe Indesign**

Advanced

**English Proficiency (Spoken)**

Advanced

**Social Media Marketing**

Advanced

**Adobe Photoshop Lightroom CC**

Intermediate

**Digital Marketing**

Intermediate

**MS-Office**

Advanced

**Search Engine Optimization (SEO)**

Intermediate

**GitHub**

Intermediate

**English Proficiency (Written)**

Advanced

**WORK SAMPLES****Other portfolio link**

<https://aniruddh411.github.io/theaniruddhagrawal>