Devansh Srivastava

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Summary

Hello,
Myself Devansh a versatile UI/UX Designer, Graphic Designer, and Digital Marketer with 3.5+ years of experience. I am strong problem-solving and ownership skills. I had created successful branding for various clients and developed modern UI designs from scratch. I have achieved significant design milestones and has expertise in wireframing and prototyping. A solid understanding of graphic design principles and demonstrates proficiency in various design software. I am reliable team player, capable of working under pressure and quick to adapt to new technologies and environments.

SKILLS
Key Skills:
• Branding • Logo Design • Packaging • Digital Design • Illustrator • Marketing • Social Media • Typography • Visual Design • Web design • Brand Guidelines • Print Media • Production • Moodboard • Wireframing • Interactive Prototyping • Team Coordination • User & Customer Service • Web Design Optimization • User Research • Usability Testing • SWOT Analysis • Empathy Mapping.

Technical Skills:
• Adobe Creative Cloud • Adobe Illustrator • Adobe Photoshop • Adobe Dimentions • Adobe After Effects • Figma • Adobe XD • Balsamiq • Indesign • Sketch • Invision • Framer • Office 365 • Google Forms • Wordpress • Adobe Animate

If you have any work related to Design feel free to reach out or drop a message I will get back to you as soon as I can.

Experience

Software Engineer (Graphic and UI/UX designer) • Infiniti Research   Nov 2023 - Present

Graphic Designer Executive and UI/UX Designer • Togglr (Full Time)   Feb 2022 - Oct 2023
- Created and published daily design posts on various social media platforms
- Managed monthly budget for all social media platforms
- Developed UI designs for both the company and clients based on their specific requirements
- Utilized Photoshop and Illustrator to create engaging social media posts on a daily basis
- Monitored and tracked campaign performance, generating reports for the sales department
- Executed marketing campaigns to support business growth and enhance customer experience
- Analyzed and reported on the results of social media and online marketing campaigns
- Significantly increased customer engagement through strategic social media initiatives
- Created compelling and consistent social media content, maintaining a cohesive brand tone
- Successfully implemented and launched an online consumer targeting and marketing strategy

UI Designer and Graphic Designer • FliqaIndia (Internship)   May 2021 - Aug 2021
- Collaborated with clients to gather and define requirements, establish project scopes, and manage project milestones.
- Designed visually appealing website layouts, templates, and unique branded looks.
- Utilized Software and Type of design systems to develop and present prototypes for focus group evaluation.
- Applied creative expertise to present innovative marketing concepts.
- Demonstrated versatility by creating a broad range of work using various design techniques.
- Collaborated with technical team to successfully complete projects.
- Meticulously completed final touches for projects, including image sizes and font selection.
- Utilized Photoshop to develop highly realistic product mockups and prototypes.

Graphic Designer • Helpholics (Internship)   **Jan 2021 - Mar 2021**

- Collaborated with clients to gather and define requirements, establish project scopes, and ensure timely achievement of project milestones.
- Created captivating digital displays to enhance online advertising campaigns targeting local businesses.
- Applied finishing touches to projects by optimizing image sizes, selecting suitable fonts, and designing logos to strengthen branding.
- Produced engaging videos for social media platforms, advertising initiatives, and informative content.
- Utilized expertise in the field to generate numerous designs that supported promotional efforts.
- Successfully delivered various design projects that had a significant impact on clients.

• Collaborated with clients to elicit and articulate requirements, delineate project scopes, and oversee the achievement of project milestones.
• Crafted captivating digital displays for online advertising campaigns targeting local businesses.
• Perfected projects by adding finishing touches, including optimizing image sizes, selecting appropriate fonts, and designing logos to enhance branding.
• Produced engaging videos for social media platforms, advertising initiatives, and informational content.
• Leveraged expertise in the field to create numerous designs that supported promotional efforts.
• Successfully delivered various design projects of significant impact for clients.

Graphic Designer • SportsThat (Internship)   **Jun 2020 - Sep 2020**

- Developed captivating marketing materials, including posters, digital invites, and brochures, to promote company events and enhance brand visibility.
- Seamlessly prepared visually appealing images to complement social media and blog posts, ensuring a consistent and compelling brand image.
- Leveraged expertise in Photoshop and Illustrator to create visually striking images and layouts for various projects, enhancing overall design quality.
- Utilized exceptional design skills to produce an extensive range of promotional materials, effectively supporting marketing campaigns with a multitude of designs.

Graphic Designer • Carpathy (Internship)   **Nov 2019 - Feb 2020**

- Collaborated closely with Carpathy to foster seamless communication, resulting in successful project delivery.
- Leveraged expertise in production to produce impeccable visual content.
- Devised innovative designs for marketing packages, encompassing printed materials, brochures, banners, and signage.
- Meticulously finalized projects, optimizing image sizes and selecting fonts.
- Strategized project timelines and effectively communicated deadlines to ensure timely completion.

Graphic Designer and UI Designer • TALENTEDGE (Internship)   **Jun 2019 - Aug 2019**

- Conducted thorough research by gathering information from diverse sources, resulting in comprehensive and insightful findings.
- Utilized cutting-edge Front End Technologies to develop visually appealing Application UIs, enhancing user experience and engagement.
- Created maps, models, and templates for various projects, streamlining processes and improving efficiency.
- Produced captivating design work for digital campaigns, including the creation of impactful logo designs for advertisements.
- Skillfully prepared visually appealing images to complement and reinforce social media and blog posts.
- Successfully completed critical design projects for the company, demonstrating exceptional creativity and delivering high-quality results.

Education

Bachelor • Apeejay Stya University   **Aug 2017 - Aug 2021**

Graphic Design • Grade: 2.95

Coordinated multiple events focused on games and co-curricular activities.
Demonstrated expertise as a UI/UX Designer and Graphic Designer with advanced skill set.

Achievements and Awards

Digital Marketing Certified   **Nov 2022**

Issued Nov 2022
Credential ID DYMYS3CVX

Skills

Landing Pages, Graphic designing, illustrator, Web Design, Wireframing and Prototyping,
photoshop, UIUX Design, Figma ,Adobe XD