

Shobhit Srivastava

Graphics Designer

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PROFESSIONAL SUMMARY:

- 2+ years of experience in Graphics Design.
- Establish and manage a freelance graphic business that aims to assist companies and brand looking for help in promoting their content.
- Developed creative advertising content for various media, including catalogs, menu, business cards, website logos, t-shirt logos while ensuring maximum brand awareness of target audience/market.
- Conceptualize logo design, gif animation, thumbnail, websites, and social media channels to promote product brands.

DESIGN SKILLS:

Design tools and Frameworks	Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe XD, Corel Draw, Design Theory Study, MS Power point.
Expertise in	Design Theory Study, Typography Principle

Professional Program/Certificates:

Professional Program in Graphic Design	Zee institute of creative arts
Creative Art & Design	State Lalit Kala Academy
Graphics Design Master	Udemy
Zero to Master in UI & UX	Udemy

Education:

- Bachelors in commerce

WORK EXPERIENCE:

Project: The Scribblers World

Feb '22–Apr '22

Role: Graphics Design Intern

Description:

A graphics design and Content development company, with expertise in Publication, Content Management, Storytelling, short stories and copywriting.

Responsibilities:

- Designing graphic content, illustrations, and infographics.
- Creating images and layouts using various design software.
- Completing Illustrations and other digital designs before the deadline.
- Use the appropriate layouts for each design.
- Work with copywriters and creative directors to produce a final design.
- Test graphics across various media.
- Amend designs after feedback.
- Ensure final graphics and layouts are visually appealing and on-brand for promotion and social media.

Project:

Aug '21–Dec '21

1. **MarginValue.com**
2. **Parallaxbay.com**

Role: Graphics Designer

Description:

Marginvalue and Parallaxbay offer services in different segment such as stock market and software consultancy services. MarginValue is a Fin-Tech Edu start-up company that is on an ambitious mission to help people from all walks of life become better investors, who do not lose money, who preserve their capital, and who earn above par returns in the stock market.

Parallaxbay is independent software firm providing services in software development for small scale industries and business.

Responsibilities:

- Logo and content Design.
- Creating images and layouts using various design software.
- Completing Illustrations and other digital designs before the deadline.
- Test graphics across various media.
- Amend designs after feedback.

- Ensure final graphics and layouts are visually appealing and on-brand for promotion and social media.

Project: Independent

Jan '21–Aug '21

Role: Graphics Designer

Description:

Fast custom design with affordable t-shirt printing for parties and functions.

Responsibilities:

- Study design briefs and determine requirements
- Work with clients directly to provide complete personalized solution
- Prepare drafts and present ideas to clients
- Utilize software to develop logos, typography and other designs
- Stay up to date with graphic design trends and technological advances in fashion and clothing

Project: Knife N Fork

Nov '20–May '21

Role: Logos and thumbnail designer

Description:

Knife N fork is a Youtube channel with almost 60000 subscribers and still growing. The channel is all about the ideas related to DIY (Do-It-Yourself), Tutorials, Craft Ideas and other Projects, Reuse of Waste materials, Home Decoration Ideas and many more. All ideas are easy to follow and perfect for beginners.

https://www.youtube.com/channel/UCUUb8mY9IuZVYbRu1OwwZ_w

Responsibilities:

- Logo and content Design.
- Creating thumbnails for videos.
- Completing Illustrations and other digital designs before the agreed timelines.
- Amend designs after feedback.
- Ensure final graphics and layouts are visually appealing and on-brand for promotion and social media.