

Karthik Anand Raju Beera

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Objective

Passionate graphic designer with expertise in brand identity, digital design, and visual storytelling. Experienced in delivering creative, client-focused solutions using Adobe Creative Suite and Figma. Adept at managing multiple projects remotely, collaborating with startups, and creating impactful marketing materials that drive engagement and brand growth. Committed to continuous learning and producing polished, meaningful designs that resonate with audiences.

Skills

- **Technical Skills:** Adobe Photoshop, Adobe Illustrator, Figma, Canva
- **Design Skills:** Branding Logo Design, Visual Storytelling, Typography, Layout Design, social media management, Poster Flyer Design, Color Theory,
- **Other Skills:** Attention to Detail, Time Management, Client Communication, Team Collaboration, Problem Solving

Education

B.Tech in Civil Engineering RGUKT IIT Srikakulam	2021 – 2025
Pre-University Course (PUC) RGUKT IIT Srikakulam	2019 – 2021
Secondary School Certificate (SSC) ZPHS Challapalli	Completed in 2019

Experience

Freelance Graphic Designer Self-Employed	Remote Jan 2022 – Present
<ul style="list-style-type: none">◦ Designed visual identities, brand kits, and marketing assets for over 25 clients in industries such as education, food delivery, and tech◦ Developed posters, digital flyers, social media content, and pitch decks that improved audience engagement and brand consistency◦ Collaborated with startups to design promotional materials for events, product launches, and workshops◦ Maintained strong client relationships and ensured timely delivery of high-quality work	
UI/UX Designer & Graphic Design Intern Yes Lorrans Solutions Pvt. Ltd.	Onsite June 2025 – Present
<ul style="list-style-type: none">◦ Assisted in designing responsive website layouts and dashboards using Figma, focusing on user experience and visual hierarchy◦ Collaborated with the design and development teams to maintain consistent branding across web and marketing platforms◦ Created UI components, icons, and motion design elements for client projects◦ Worked on company branding materials including pitch decks, social media posts, and marketing collaterals	

Projects

Design Projects & Leadership	2023 – Present
<ul style="list-style-type: none">◦ Organized and led the Design Department for multiple college events, coordinating the creation of posters, flyers, and promotional materials for workshops, farewells, and seminars	

- Collaborated with event teams to understand goals, manage timelines, and ensure high-quality deliverables
- Utilized Adobe Photoshop, Illustrator, and Figma to produce polished visuals that elevated the overall event experience
- Fostered teamwork and creativity within the design team, encouraging innovative solutions and efficient workflow

TPMX Creative Projects

June 2025 – Present

- Contributed to the development of TPMX, a media agency focused on Tech, People, and Media, delivering branding and digital marketing solutions
- Designed and prototyped the official TPMX website UI using Figma, focusing on clean layouts, intuitive navigation, and responsive design
- Created visually engaging carousels, hero sections, and social media creatives for brand campaigns
- Developed pitch decks, resumes, invoices, and brand collaterals ensuring design consistency and professional presentation
- Produced short-form video content and motion reels for Instagram, improving brand engagement and online reach

Declaration

I hereby declare that the information provided above is true to the best of my knowledge and belief.