SRINITHI M

Graphic Designer

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EXECUTIVE SUMMARY

A creative Graphic Designer with 3+ years of experience, I believe design is more than just visuals it's a language that connects people and ideas. Inspired by Milton Glaser's belief that "there are three responses to a piece of design - yes, no, and WOW!," I strive to create work that delivers the wow. My journey has taken me from agency projects to corporate campaigns, producing 50+ designs monthly while shaping brand identities, packaging, and digital storytelling. For me, design is not just an image with text on a background, but a powerful tool to communicate, build trust, and create lasting impact.

EXPERIENCE

Marketing Designer | Timac Agro India Nov 2024 - Present

- Design digital - first marketing creatives and corporate branding that reach diverse audiences.
- Designed 30+ creatives monthly for marketing campaigns
- Work closely with cross-functional teams to keep designs audience-focused.

Founder & Lead Designer | Blorence Design Jan 2024 - Dec 2024

- Started my own creative studio to help businesses express themselves with stronger visuals.
- Delivered 50+ designs across branding, packaging, and digital design for growing businesses.
- Use storytelling and design psychology to make designs connect emotionally and build trust with customers.

Graphic Design Intern | Social Cameo July 2023 - Dec 2023

- Created social media posts, posters, and branding assets for live client projects.
- Learned hands - on tools like Adobe Creative Suite and Figma in real workflows.
- Built my foundation in design consistency, client communication, and campaign execution.

CORE COMPETENCIES

- Brand Identity & Packaging Design
- Marketing Design (Ads, Campaigns, Collateral)
- Social Media Creatives & Motion Graphics
- Typography & Layout Design
- Adobe Creative Suite (Adobe Illustrator, Photoshop, Premiere Pro, After Effects) - Branding, Packaging & Marketing Assets
- Design Strategy & Visual Psychology

EDUCATION

Bachelor of Vocational Education - 3D Animation
Loyola College - Chennai

Integrated coursework in Graphic Design, Brand Communication,Visual Design, Motion Graphics, and 3D Animation fundamentals.

CAREER VISION

My vision is to crack every single design challenge with purpose not just by making visuals attractive, but by ensuring they truly connect with people. I believe many overlook what design really is, it's not **"just an image and text with a background."** Design is power it shapes perception, builds trust, and drives action. I want to continue creating work that shows people how design actually works and why it matters.

PORTFOLIO

Includes projects in branding, packaging, social media, and marketing design created using Adobe Creative Suite focused on building strong brand identity and audience connection.

See it in action

"I don't just design for brands I design for people who experience them."