NITISH BAIDYA

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EDUCATION

Northern Kentucky University (NKU) Major: Computer Science | Minor: Mathematics | GPA: 3.81   May 2026
Awards: Edge Award, International Merit Scholarship

TECHNICAL SKILLS

Coding Languages: C, Python, Java, HTML, CSS, JavaScript, R, SQL, next.js, node.js
Graphic Designing: Adobe Photoshop, Adobe Illustrator, Adobe Lightroom, Canva

WORK EXPERIENCE

NKU Campus Recreation Center, *Graphic Designer intern*   Jan. 2025 - Current
- Design a variety of promotional materials, like flyers, banners, and newsletters, to support marketing campaigns.
- Collaborate with the Campus Recreation team to develop innovative marketing strategies that enhance engagement.
- Manage and update social media content to maintain a consistent and compelling brand presence.
- Utilize Adobe Photoshop, Illustrator, and InDesign to produce high-quality digital and print materials.

NKU Informatics Student Success and Advising Center, *Peer Coach*   Aug. 2024 - Current
- Create flyers and monitor social media content to enhance the office's online presence.
- Provide administrative support at the front desk, managing in-person and phone assistance to students.
- Provide front desk technical support, troubleshooting software and hardware issues to ensure seamless administrative operations and enhance student service experience.

NB Arts, *Graphic Designer*   Sept. 2020 - Current
- Established and managed NB Arts, providing professional graphic design services to businesses and individuals.
- Collaborate and Design high-quality business cards, logos, restaurant menus, and graphical images tailored to clients' brand identity.
- Create visually appealing and market-driven designs using Adobe Photoshop and Illustrator.

NLG Insurance Company Ltd, Junior *Graphic Designer*   Aug. 2018 – Sept 2020
- Designed print and digital marketing materials, including brochures, flyers, social media creatives, and internal communication assets in alignment with brand guidelines.
- Collaborated with the marketing and communications team to conceptualize visual campaigns for insurance products and awareness initiatives.
- Create visually appealing and market-driven designs using Adobe Illustrator and Photoshop.

PROJECTS & LEADERSHIP EXPERIENCE

Finpoly - Financial Literacy Game, Fidelity Hackathon   April 2024 – May 2024
- Designed an interactive game to teach budgeting and financial planning through real-life spending scenarios.
- Implemented the Finpoly Rule (50/20/15/10/5) to teach players effective spending and saving strategies.

Vector Art Design   Jan. 2024 - Current
- Created personalized portrait vector artworks for clients using Adobe Photoshop, customized for individual preferences.
- Delivered high-resolution digital illustrations suitable for printing, gifting, and social media use.

ACTIVITIES AND ACHIEVEMENTS

Fidelity Hackathon, *First Runners-up*   April 2024
President's List, *Northern Kentucky University*   Aug 2023
Dean's List, *Northern Kentucky University*   Jan 2023