**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 EXPERIENC****E**

**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