

# Rithunath G

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I'm Rithunath, a graphic designer with over 5 years of experience in Adobe Creative Cloud. I've worked with companies to create digital assets for their products and campaigns, as well as design websites for startups in the tech industry. My goal is to make sure your brand looks great on every platform, whether it's a mobile app or a website. I also specialize in Adobe After Effects and Adobe Premiere Pro, if you need help creating videos, we can work together.

*"Rithu is the person to go to if you need creatives, video editing, or banner ads. He is an expert in any advertising style. Even if he is unfamiliar with a particular ad style, he makes an attempt to acquire it quickly and produces some jaw-dropping creatives for our team. I wholeheartedly suggest him for your work.." ~ Balaji Ganesh,CEO, Admisfits*

## SKILLS

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**Graphic Design:** Adobe Photoshop, Adobe Illustrator, Figma, Canva, Spark AR

**Motion Design:** Adobe After Effects, Adobe Premiere Pro, Davinci Resolve

**Marketing:** Google Ads, Facebook Creator studio, Facebook Business Suite.

**Programming:** Python,Java,C

## EXPERIENCE

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### ADMISFITS

### SHERIDAN,WYOMING

Branding and Marketing Designer

December 2020 to Present

- Made Lead generating Ad Creatives for increasing the brand awareness and growing the sales by 20x which helped in generating over 9 Million plus in revenue.

### MODIFIED ONLINE STORE

### KERALA, INDIA

Creative Head

June 2020 to Present

- Developed and Implemented the entire website from scratch using Shopify in just 90 days.
- Created and Executed over 200+ print design products.
- Produced both static and motion graphic creatives which has generated over 70 Lakhs revenue in 2 years.

### IEEE IA/IE/PELS JOINT CHAPTER KERALA

### KERALA, INDIA

Design Lead

Jan 2022 to Present

- Conceptualised new creatives for various events organized by the organisation and have collaborated with more than 10+ international MNC including BOSH and helped them in providing creative assistance for the events.

## THATLIFESTYLENINJA

SAN JOSE, CA

Software Graphic Designer

December 2020 to July 2021

- Increased their revenue by 200% percent by learning the latest marketing strategies and implementing them using creatives.

I have also worked at Akshaya Gold and Diamonds, Kell Signature Salon and Spa, between 2019 and 2021.

## EDUCATION

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### B-TECH – Computer Science and Engineering

IDUKKI, KERALA

College of Engineering Munnar

June 2019 to June 2023

### HIGHER SECONDARY EDUCATION

KERALA, INDIA

Sacred Heart Senior Secondary School Kotakkal.

June 2016 to April 2018

## ADDITIONAL INFORMATION

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- Conducted a design workshop in my college organized by IEEE Student Branch College of Engineering Munnar during the lockdown, for helping the students unleash their creative mind
  - Awarded for being the #327 th Spark AR Creator on Facebook now Meta on Spark AR World competition.
  - Partnered up with Campper, in creating their video content for brand awareness
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