

# Jasmin K P

Kannur, Kerala, India

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## PROFESSIONAL SUMMARY

Creative and detail-oriented Graphic Designer specializing in brand identity, print media, and digital marketing materials. Skilled in transforming concepts into visually compelling designs that align with client objectives. Proficient in industry-standard design tools and dedicated to delivering high-quality, impactful visuals

## CORE SKILLS

- Logo Design & Brand Identity
- Social Media Creative Design
- Print Media Design (Brochures, Posters, Banners, Packaging)
- Layout Design & Composition
- Typography & Colour Theory
- Photo Editing & Retouching
- Client Communication & Collaboration

## TOOLS & SOFTWARE

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- CorelDRAW
- Canva

## PROFESSIONAL EXPERIENCE

### Freelance Graphic Designer

Kannur, Kerala | 2025 – Present

- Designed branding, logos, and marketing collateral for businesses across multiple industries.
- Created engaging social media graphics to boost brand awareness and engagement
- Produced print-ready designs including brochures, banners, and packaging.
- Delivered projects within deadlines while maintaining consistent quality

**Graphic Designer – Mariya Group** (*Social Media Section*)

Kannur, Kerala | [2 Years]

- Developed design concepts for marketing and advertising campaigns
- Ensured brand consistency across all visual outputs

## EDUCATION

- **Higher Secondary (12th Standard)**

Chovva Higher Secondary School, Kannur, Kerala

## LANGUAGES

- Malayalam – Native
- English – Intermediate
- Hindi– Intermediate
- Tamil – Beginner