

# RASWANTH SRINIVASAN

## SUMMARY

Creative and adaptable graphic designer with a track record of creating one-of-a-kind, personalized artwork. Proficient in coming up with distinctive thoughts and concepts; well-known for having excellent teamwork and communication abilities. Have a strong sense of detail and well-versed in desktop publishing and graphic design software. Effectively scopes projects, makes concept pitches, and produces high-quality assets on schedule.

## CONTACT

**Name** Raswanth Srinivasan  
**City** Erode, Tamil Nadu, India - 638459  
**Phone** +91 93458 66202  
**E-mail** raswanth111002@gmail.com  
**Portfolio** ssraswanth.github.io/Portfolio.io/  
**Linkedin** linkedin.com/in/raswanth-ss/

## LANGUAGES

**English** Fluent  
**Tamil** Native  
**Kannada** Native

## REFERENCES

### Suriyakumar S

Director,  
Thirdurode,  
suriyathirdurode@gmail.com  
+91 98656 19494

### Aishwarya Moorthi

Co-Founder,  
Granny's Things,  
ask2aishu@gmail.com  
+91 83447 66666

### Dheepak R

Founder,  
Med Mart Pharma,  
kavindheepak9597@gmail.com  
+91 95975 99691

## EDUCATION

**KPR INSTITUTE OF ENGINEERING AND TECHNOLOGY** **2024**  
Bachelors Of Engineering, Computer Science And Engineering  
Coimbatore, Tamil Nadu  
75.4%

**MANCHESTER INTERNATIONAL SCHOOL** **2020**  
Cambridge AS & A Levels, Information Technology  
Coimbatore, Tamil Nadu  
60.0%

**MANCHESTER INTERNATIONAL SCHOOL** **2018**  
Cambridge IGCSE, Information Technology  
Coimbatore, Tamil Nadu  
64.1%

## SKILLS

### TECHNICAL SKILLS

**Microsoft Office Suite** Word, Excel, and PowerPoint.  
**Web Development** HTML/CSS, Bootstrap, WordPress, and Shopify.  
**Design Software** Photoshop, Illustrator, InDesign, Figma, Canva, and Microsoft Designer.

### SOFT SKILLS

- Active Learning
- Collaboration
- Creativity
- Problem - Solving
- Attention to detail
- Communication
- Critical thinking
- Project Management

### DESIGN EXPERTISE

- Graphic Design
- Package Design
- Shopify Website Design
- Design Thinking
- Corporate Branding
- Visual Design Branding

EXPERIENCE

GRAPHIC DESIGNER

GRANNY'S THINGS  
Erode, Tamil Nadu

JUNE 2023 - CURRENT

- Spearheaded the creation of compelling visual elements, aligning with conceptual goals and messaging strategies.
- Produced high-quality digital image files optimized for both digital and traditional printing methods.
- Utilized advanced skills in Adobe InDesign, Photoshop, and Illustrator to design impactful email campaigns, catalogues, posters, and other promotional materials.
- Led the development of graphics, logos, and layouts, enhancing product illustrations and company branding across various platforms.
- Innovatively crafted promotional displays, packaging solutions, and marketing collateral tailored for retail environments, driving brand visibility and customer engagement.
- Provided comprehensive project reports, meticulously documenting each phase of graphic design projects from initial concept to final execution.
- Designed print materials such as brochures, flyers, and posters to support diverse marketing campaigns, ensuring consistency in brand identity and messaging.
- Maintained cohesive brand identity standards across all design projects, reinforcing brand recognition and loyalty.

GRAPHIC DESIGNER

FREELANCER  
Erode, Tamil Nadu

FEB 2022 - CURRENT

- Provided design services to a diverse range of clients, including **MEDMART PHARMA, TRON FITNESS CLUB, GRANNY'S THINGS, PEARS SILKS & SAREES, NAVAJOTHI SILKS, REEN NATURALS, DIET FACTORY, KASHONOMY** and **THIRDROUTE**, utilizing Adobe Creative Suite for product design, print materials, and marketing collateral.
- Utilized Adobe Creative Suite for diverse design projects, spanning product design, print materials, and marketing collateral.
- Managed projects from concept to completion, ensuring effective size, layout, and font selection for copy material.
- Conducted ongoing industry research to stay abreast of trends and technologies, incorporating insights into design solutions.
- Collaborated closely with clients, providing expertise on typography, color, and layout best practices.
- Produced visually appealing designs for both print and digital media, including marketing materials such as brochures, flyers, and posters.
- Standardized client visual identities by creating style guides and templates, streamlining brand consistency.
- Developed website layouts, graphics, and user interfaces, meeting client requirements through collaborative discussions.