

RASWANTH SRINIVASAN

SUMMARY

Passionate graphic designer skilled in crafting captivating designs across branding, digital art, and UI. Known for pushing boundaries beyond traditional approaches, I excel in merging art with technology to deliver innovative solutions.

CONTACT

Name Raswanth Srinivasan
City Erode, Tamil Nadu, India - 638459
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Portfolio ssraswanth.github.io/Portfolio.io/
Linkedin linkedin.com/in/raswanth-ss/

LANGUAGES

English Fluent
Tamil Native
Kannada Native

REFERENCES

Suriyakumar S
Director,
Thirdroute,
suriyathirdroute@gmail.com
+91 98656 19494

Aishwarya Moorthi
Co-Founder,
Granny's Things,
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+91 83447 66666

Dheepak R
Founder,
Med Mart Pharma,
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EDUCATION

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

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

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

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.