

PRACHI GUPTA

GRAPHIC DESIGNER & UI/UX

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ABOUT ME :

I am a Graphic Designer & UI/UX Designer, I bring creativity and innovation to every project I undertake. I have worked across various industries, including advertising, marketing, and digital media, creating impactful designs that drive engagement and brand loyalty.

Professional Experience :

- **Pravasa Media LLP - September 2022 - Present**
Graphic Designer & UI/UX Designer, Hyderabad.
 - Worked on a versatile league of projects varying from Graphics Designing to UI/UX jobs.

Graphic Designing work involved below aspects:

 - Social media,Campaigns,Banners/Posters, Infographics, Logos, Brochures and Email Templates.

Worked alongside upon creating meaningful UI/UX for iOS, Android and the Web platforms:

 - Prototyping, Wireframes and Mockups / Landing Page

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- **Freelancer - February 2022 - August 2022**
Graphic Designer , Hyderabad
 - Worked on Digital illustration.
 - E-invites / logos / Visiting cards
 - Design digital experiences on multiple platforms for a variety of customer bases.
- **Junior Architect & Graphic Designer - August 2020 - September 2022**
Contemporary Arts And Architecture , Hyderabad.
 - Worked on the design of Multiple commercial / residential projects.
 - Created 2D drawing of floor plan , sections , elevation using Autocad.
 - Using 3D software for presentation and marketing purposes.
(brochure design , visiting card etc.)
- **Junior Architect & Graphic Designer - January 2019 - July 2020**
W Design Studio , Hyderabad.
 - Worked on the design of Multiple commercial / residential projects.
 - Created 2D , 3D drawing of floor plan , sections , elevation using Autocad & Sketch-up.
 - Render photorealistic visualizations for presentation and marketing purposes. (brochure design , visiting card etc.)

Education :

- Bachelor of Architecture - March 2015 - December 2020
IDEAS , Nagpur.
- Senior Secondary Education - January 2013 - February 2015
Vidya Niketan High School , Amgaon Dt Gondia.

Technical Skills :



Photoshop



Illustrator



InDesign



Figma



Canva



Procreate



Dimension



After Effects



Corel Draw



MS Office

Additional Skills :

- Strong project management skills, ensuring timely delivery and successful execution of design initiatives.
- Excellent written and verbal communication skills, facilitating effective collaboration with stakeholders and team members.

Responsibilities :

- Creating visual elements that convey a message or communicate information effectively. They work with images, typography, colors, and layouts to craft designs for various mediums like print, digital, or social media.
- Developing brand identities and ensuring consistency in visual elements across different marketing materials and platforms.
- Focus on creating user-friendly and intuitive interfaces that provide a positive user experience. They consider user needs, behavior, and preferences.
- Work closely with developers to ensure that the design is implemented accurately and that the final product aligns with the original design vision.
- Designs are responsive and accessible across different devices and screen sizes.