

ANAND BABU

Kadakkavoor, Thiruvananthapuram, Kerala
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PROFESSIONAL SUMMARY

Graphic and Product Designer with 3+ years of experience in visual design, branding, packaging, and print media. Skilled in Adobe Creative Suite with proven expertise in creating impactful designs that drive brand recognition and meet business objectives. Strong background in product packaging design and marketing collateral development.

PROFESSIONAL EXPERIENCE

Graphic Designer

MediaMate Advertising India Pvt. Ltd.

March 2025 - Present

Thiruvananthapuram, Kerala

- Design print materials including brochures, flyers, posters, and banners for diverse client portfolios
- Create branding assets, logo designs, and visual identities for advertising campaigns
- Produce film posters and promotional content for entertainment industry clients
- Execute photography and video editing projects for marketing and promotional purposes

Graphic and Product Designer

Fresh n Fine Products Pvt. Ltd., Kazhakkootam

October 2023 - December 2024

Thiruvananthapuram, Kerala

- Designed product packaging and labeling for consumer product lines ensuring brand consistency
- Created marketing materials including brochures, promotional posters, and digital assets
- Collaborated with production and marketing teams to translate concepts into print-ready designs
- Developed and maintained brand guidelines ensuring visual consistency across product lines

EDUCATION

Bachelor of Science in Computer Science

AJ College of Science and Technology, Thonnakkal

2017 - 2018

Kerala, India

Graphic Design Professional Certification

Avodha Edutech Pvt. Ltd.

2022

India

Higher Secondary Education

Government SNV HSS, Kadakkavoor

2015

Kerala, India

TECHNICAL SKILLS

Design Software: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Lightroom, Adobe Premiere Pro, CorelDRAW

Design Expertise: Branding and Logo Design, Packaging Design, Print Design, Typography, Vector Graphics, Film Poster Design, Layout Design

Creative Skills: Photography, Videography, Video Editing, Sketching, Visual Communication, Color Theory

Professional Skills: Project Management, Client Communication, Team Collaboration, Deadline Management, Creative Problem-Solving

KEY COMPETENCIES

- Strong attention to detail with ability to produce pixel-perfect designs
- Excellent project management and organizational capabilities
- Effective communication and collaboration skills in team environments
- Quick learner with adaptability to new design trends, tools, and technologies