

SUMMARY

Creative Web Designer with 5 years of experience in graphic design and web design. Adept at building clean, visually appealing websites and layouts that align with customer instructions and company creative standards. Proven track record in optimizing design elements to enhance marketing efforts and brand visibility. Seeking to leverage my design and technical skills in a Web Designer role to deliver high-quality creative solutions while collaborating effectively with stakeholders.

SKILLS

- Adobe Photoshop
 - SEO
 - Image Selection & Optimization
 - Layout Design & Proofreading
 - Brand Consistency & Marketing Alignment
 - HTML, CSS, Bootstrap
 - UI & UX Design
 - Time Management & Flexibility
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PROFESSIONAL EXPERIENCE

Web Designer & Graphic Designer - Wisdomleaf Technologies, Bangalore (December 2022- Current)

Website Mockup Creation:

- Designed creative, clean websites based on customer submissions, utilizing Adobe Photoshop and other web design software.

Image Selection & Editing:

- Exercised sound judgment in selecting & Editing appropriate images from digital libraries to align with marketing and business branding.

Layout Design:

- Prepared layouts following customer instructions, ensuring adherence to company creative standards and guidelines.

Proofreading:

- Ensured the quality of websites by meticulously checking image resolution, color accuracy, and overall design before submission.

UI Development & Web Content Management:

- Developed UI with responsiveness across the devices and SEO friendly. Managed clients' website content whenever they needed updates.

Graphic Designer - Risva Technologies, Bangalore (September 2019-December 2022)

Creative Design:

- Developed visually appealing graphics and layouts for web and print materials, maintaining brand consistency and supporting marketing objectives.

Collaboration:

- Worked closely with the digital marketing team to ensure that all design elements aligned with SEO strategies, enhancing the effectiveness of marketing campaigns
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EDUCATION

1. BE - Mechanical Engineering, Thanthai Periyar Govt Inst of Technology, Vellore September 2020
 2. HSC, John Britto Hr Sec School, Denkanikotta March 2015
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CERTIFICATIONS

- HTML - Edureka
 - CSS - Edureka
 - Content Marketing, SEO - Hubspot
 - Basics of Digital Marketing - Google
 - Search Engine Optimization - Mycaptain
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TOOLS & SOFTWARES

- Adobe Photoshop
 - CMS (WordPress, Umbraco)
 - Google Sheets, Google Docs
 - Canva
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PROJECTS AND ACHIEVEMENTS

Website & Layout Design: Created multiple websites from customer-provided submissions, ensuring all designs were clean, intuitive, and aligned with company standards.

Branding & Marketing: Selected and optimized images for marketing and business branding purposes, contributing to increased brand visibility.

SEO & Content Marketing: Collaborated with marketing teams to optimize design elements in alignment with SEO strategies, resulting in improved organic traffic.

SOFT SKILLS

- Communication & Collaboration
 - Attention to Detail & Proofreading
 - Creativity & Brand Alignment
 - Time Management & Flexibility
 - Critical Thinking & Problem-Solving
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LANGUAGES

- English
 - Tamil
 - Kannada
 - Telugu
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