



Piyush Vaishnav

Sr. Graphic Designer

Contact

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Jodhpur, Rajasthan

About Me

With 3+ years in graphic design, I specialize in social media, branding, and video editing for advertising, beauty, and fashion brands. I'm dedicated to delivering high-quality, impactful designs. Let's create something extraordinary together.

Software Skills

- Adobe Photoshop
- Adobe Illustrator
- After Effects
- Corel Draw
- Blender 3D
- Figma

Language

- Hindi
- English

Education

- Secondary School** 2014 - 2018
Lovely Public Sr. Sec. School, Delhi
- Bachelor of Computer Applications** 2018 - 2021
Lachoo Memorial College of Science and technology

Experience

Senior Graphic Designer 2022 - Present
India Informatics (The PCA Group of Companies, USA)

- **Lead and Manage Projects:** Oversee multiple graphic design projects from conception to completion, ensuring timely delivery and adherence to client specifications.
- **Specialize in E-commerce Content:** Create compelling Enhanced Brand Content (EBC)/A+ content for diverse brands on platforms including Amazon, Flipkart, and eBay.
- **Team Leadership and Support:** Provide guidance and support to team members, fostering a collaborative environment to achieve targets efficiently.
- **Branding Strategy Development:** Develop and execute comprehensive branding strategies, including logo design, to maintain brand consistency across various platforms.
- **Design for Engagement:** Design engaging social media and website banners to enhance brand visibility and user engagement.
- **Cross-functional collaboration:** Connect with the US team to discuss projects and assist in task completion. Collaborate with the Production team to identify the best methods for producing high-quality photos and videos.
- **Communication and Coordination:** Coordinate effectively with different teams to ensure project requirements are met and deliverables are optimized for quality and impact.

Designing and Printing Incharge 2021 - 2022
Shikha Advertising

- **Develop Branding Collateral:** Expert in creating branding materials for both print and digital platforms, including posters, pamphlets, letterheads, logos, and more.
- **Create Comprehensive Brand Guides:** Develop detailed brand guides for clients, incorporating aesthetic research and utilizing a variety of design tools.
- **Collaborate for Enhanced Creativity:** Work closely with fellow designers to expand collective knowledge and enhance creative output.
- **Client Relations and Closing:** Effectively manage client relationships, ensuring satisfaction and successfully closing new business deals.

Graphic Designer & Video Editor 2021 - Present
Freelance / Self Employed

- Proficient freelance graphic designer and video editor.
- Expertise spans T-shirt design, YouTube thumbnails, e-commerce optimization, social media design, and video editing.
- Versatile skill set allows for tailored solutions to meet clients' diverse needs and project specifications.