

AKSHAT MATHUR

GRAPHIC DESIGNER & VIDEO EDITOR

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New Delhi, DL, 110085



Versatile and creative Graphic Designer and Video Editor with 4 years of experience in developing engaging visual content across digital and print media. Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Media Encoder, After Effects). Expert in branding, marketing materials, video production, post-production, motion graphics, and visual effects. Strong storytelling abilities, attention to detail, and a proven track record of delivering high-quality projects within tight deadlines. Adept at collaborating with clients and cross-functional teams to bring creative visions to life.

Education

2017 - 2021

DIPLOMA IN MULTIMEDIA ANIMATION

Indian Institute of Computer Science

2016 - 2019

BACHELORS IN ARTS

Delhi University, DU, Delhi

2016 - 2019

HIGH SCHOOL

Jain Senior Secondary School, New Delhi

2003 - 2014

SENIOR SECONDARY SCHOOL

Jain Senior Secondary School, New Delhi

Work & Experience

Feb 2024– Present

Senior Graphic Designer

Ganga Group of Institutions

- **Developed Educational Materials:** Designed engaging brochures, flyers, and posters for educational programs and events, significantly enhancing student and parent engagement by 30%.
- **Brand Management:** Established and maintained consistent branding across all marketing and communication materials, reinforcing the institution's identity and values. Achieved a 98% brand consistency rate.
- **Project Management:** Managed multiple design projects simultaneously, ensuring timely completion while adhering to the institution's standards and objectives.
- **Professional Development:** Participated in ongoing training and workshops to stay current with design trends and software updates, ensuring the delivery of contemporary and innovative designs.

Sept 2021– Jan 2024

Senior Graphic Designer and Video Editor

Search Modifiers

- **Designed Marketing Materials:** Created engaging digital and print materials including banners, social media posts, brochures, and email campaigns. Increased client engagement by 25%.
- **Motion Graphics:** Developed motion graphics and animations to enhance storytelling and visual appeal. Improved video retention rates by 25%.
- **Client Coordination:** Coordinated with clients to understand their vision and deliver tailored visual solutions. Achieved a 98% client satisfaction rate.

Oct 2020– Apr 2021

Graphic Designer

Lion Jeans

- **Content Marketing Support:** Created infographics and data visualizations to enhance audience understanding and engagement. Boosted content interaction by 30%.
- **Resource Allocation:** Utilized project management tools to track progress, allocate resources, and communicate effectively with team members. Increased team productivity by 15%.

Jul 2019– Jan 2020

Volunteership

Indian Institute of Computer Science

- **Graphic Design Guidance:** Provided mentorship to students on creating visually appealing educational materials such as posters, flyers, and presentations. Guided over 50 students, resulting in a 30% improvement in design quality.
- **Skill Development Workshops:** Organized workshops to teach design principles, video editing techniques, and software proficiency to students interested in multimedia production. Conducted 10+ workshops, boosting student proficiency by 40%.

Skills

ILLUSTRATOR

PHOTOSHOP

INDESIGN

COREL DRAW

AFTER EFFECT

POWERPONT

TEAMWORK

LEADERSHIP

COMMUNICATION