YASHPAL SINGH

SENIOR GRAPHIC DESIGNER / UI UX DESIGNER

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SUMMARY

Experienced in digital marketing and graphic design, I specialize in creating and executing strategies that drive brand growth, enhance visibility, and generate leads. As a Senior Graphic Designer, I craft visually compelling content across digital and print platforms, ensuring brand consistency and impact."

Education

Graduation (B.A) Bachelor's	Delhi university	2017-2020
Diploma In Design	Arena Animation, Delhi	2017-2020
12th Arts	CBSE BOARD	2016-2017

Experience

The Design Pioneer | Delhi

04/2020 – Present

- Managed social media content designing graphics that aligned with overall marketing strategies
- Conduct user research, develop wireframes, prototypes, and design responsive, accessible user interfaces. Design clean, user-friendly interfaces for web and mobile. Focus on color theory, typography, and layout to enhance
- **Develop and manage** digital marketing strategies, including SEO/SEM, social media, content creation, email marketing, and paid campaigns (Google Ads, Facebook, Instagram) to drive traffic, leads, and brand awareness.
- Layout Design: Develop visually appealing layouts for print materials such as brochures, posters, flyers, business cards, and catalogs etc.
- Packaging Design: Create designs for packaging, including boxes, labels, and other promotional items and aligned with brand guidelines
- Post Design: Design eye-catching posts for various social media platforms such as Facebook, Instagram, Twitter, LinkedIn,
- Campaign Graphics: Develop graphics for social media marketing campaigns, including promotional posts, banners, and ads.
- Motion Graphics: Create animated graphics and short video content for social media stories, posts, and ads to increase engagement.
- Developed motion graphics and video content for promotional and instructional purposes.
- Campaign Design: Develop creative concepts and visual assets for social media campaigns, promotions, and events
- Brand Consistency: Ensure all social media graphics align with the brand's visual identity and guidelines, maintaining a cohesive look and feel across all platforms.
- Design and create motion graphics elements such as animations, titles, lower thirds, and visual effects for videos
- Edit raw footage into high-quality videos for various platforms such as social media, websites, and presentations.
- Design and create motion graphics elements such as animations, titles, lower thirds, and visual effects for videos

Skills

Typography, Color Theory, Branding, Software Proficiency, Print Design, Digital Design, User Interface (UI) Design, Animation, Motion Graphics, Photography, Image Editing, Project Management, Market and Audience Research, Color Correction and Grading, Audio Editing, Transitions and Effects, Typography in Motion, User Research, Wireframing and Prototyping, Interaction Design, Responsive Design, Design Systems and Style Guide, Problem-Solving, social media post design, SEO, SEM, Social Media Marketing, Email Marketing, Google Analytics, Lead Generation, Affiliate Marketing, Paid Social Advertising, Data Analysis and Interpretation, Instagram Ads Management, Google Ads, Facebook Ads Management

SOFTWARE

Adobe photoshop, Adobe Illustrator, Adobe InDesign, CorelDRAW, Figma, adobe XD, Canva, Adobe Creative Suite, Adobe premiere pro, after effects

PERSONAL INFORMATION

Language: Hindi, English

Marital status: Unmarried

Date of birth: 15/12/1998

Hobby: Cricket, cooking