Sonu Kumar Yadav

Graphic Designer

Email ID: rajbiraj96@gmail.com **Contact:** +91 80181 92883 Address: Hyderabad, India 500081 **Click for portfolio**

ABOUT ME

As a seasoned graphic designer based in Hyderabad, I thrive on the art of crafting visually captivating narratives. My journey, rooted in Civil Engineering, offers a distinctive fusion of creative ingenuity and technical acumen, enriching each project with a depth of insight and precision. Skilled with proficiency in industry-standard software such as Adobe Creative Suite (Photoshop, Illustrator, inDesign, After Effects, Premiere Pro, Adobe XD), Canva, Figma and Microsoft PowerPoint (PPT).

SKILLS

UI/UX **Digital Marketing** Corporate event/expos Printing **AutoCAD** Art Direction Motion Graphics Multitasking **Problem-Solving** Communication Photography Attention to Detail

PROFESSIONAL EXPERIENCE

Vishwa Samudra Holdings Pvt.Ltd. **Executive Graphic Designer** (Full Time)

April 2023 - Present

- Designing visually stunning **30-45** page quarterly magazines, showcasing layout, brand guidelines, brochure, E-books and graphics to reinforce brand messaging.
- Created compelling visual content and day to day creatives for social media, increasing followers by 75% over one year.
- Creating visually appealing assets for expos, LED screens, company party functions, enhancing the attendee experience.
- Managing the diverse graphic design needs of more than 12 companies spanning industries from road construction, school and IT to sustainable products, all under the umbrella of a single holding company.
- Designing a diverse array of design materials, including logos, brochures, presentations, merchandise, banners, videos, business cards, web applications, and various digital assets.
- Managing event logistics and branding strategies in **Mumbai, Delhi, Bangalore,** and other cities, boosting brand visibility and engagement.
- Completed 80+ design projects annually for Vishwa Samudra Companies with a 98% satisfaction rate.

Anchovies IT Solutions Private Limited

Graphic Designer (Full Time)

- Crafted captivating designs for special day posts and social media graphics, consistently exceeding client expectations, customer and business needs.
- Leveraging expertise in typography, color theory, and mockups to create visually appealing content that resonates with target audiences.

Anchovies IT Solutions Private Limited

Software Trainee Graphics (Trainee)

- Aligned designs with market needs in collaboration with SEO team, boosting digital marketing effectiveness.
- Developed UI/UX designs for a e-commerce website, **improving user satisfaction scores by 20%.**
- "Designed impactful banners for e-commerce sectors including fashion, electronics, cake store and home appliances.

EDUCATION

LANGUAGE

PROJECTS

June 2021 - August 2022

August 2021 - March 2023

KIIT University

Bachelor in Civil Engineering 2018-2022

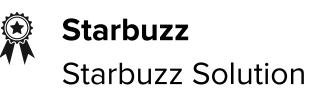


CERTIFICATIONS & AWARD

Graphic Design Pandoras Box







Starbuzz

Website, Social Media Campaign, Videos, Events, Brochure and Blogs.

Varanasi Ropeway Project

Videos, Invites, Presentation, Branding and Visual Identity.

North Bombay Sarbojanin Durga Samiti, Juhu, Mumbai Print Design and Branding.

Golden Eagle Golf Event Series-Mumbai, Delhi, Bangalore Event Promotion, branding, LED screens and Printing.