

Sonu Kumar Yadav

Graphic Designer

Contact: +91 80181 92883

Email ID: rajbiraj96@gmail.com

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

Digital Marketing

UI/UX

Corporate event/expos

Printing

AutoCAD

Motion Graphics

Art Direction

Multitasking

Photography

Problem-Solving

Attention to Detail

Communication

PROFESSIONAL EXPERIENCE

Vishwa Samudra Holdings Pvt.Ltd.

April 2023 - Present

Executive Graphic Designer (Full Time)

- 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

August 2021 - March 2023

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

June 2021 - August 2022

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

KIIT University

Bachelor in Civil Engineering

2018-2022

LANGUAGE

Hindi

English

Nepali

PROJECTS

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.

CERTIFICATIONS & AWARD



Graphic Design

Pandoras Box



Graphics Design

TPH



Social Society

Khwaab KIIT



Starbuzz

Starbuzz Solution