

ARSHMIT SINGH

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SUMMARY

Certified Visual Designer by Adobe with 4 years of expertise in Graphic Design. Skilled in Adobe Creative Suite, Figma, Framer, and Webflow. Continuously enhancing UI/UX knowledge over the past three years. Proven ability to create cohesive brand identities, engaging social media content, and dynamic motion graphics. Strong in project management and collaboration, consistently delivering projects on time and exceeding client expectations.

WORK EXPERIENCE

Freelance Graphic Designer, Behind The Brand Apr 2024 - Present

- Partnered with a Toronto-based digital marketing startup to create cohesive brand identity and marketing collateral.
- Assisting in the growth and establishment of the business through innovative design solutions.

Freelance Apparel Designer, Metamerch May 2024 - July 2024

- Designed innovative crypto merchandise, such as t-shirts, banners, and catalogs, tailored to specific branding requirements.
- Produced high-quality designs for official crypto events, consistently meeting tight deadlines to ensure client satisfaction.

Senior Graphic Designer, Consider Done Jan 2023 - Jan 2024

- Designed comprehensive branding collateral, logos, and marketing materials, leading to a 20% increase in brand recognition.
- Developed engaging social media ads, videos, and digital assets, resulting in a 30% boost in social engagement.
- Managed concurrent design projects, ensuring adherence to brand guidelines and timely project delivery.

Graphic Designer, Brand Talk India Nov 2021 - Dec 2022

- Created branding collateral and logos, reinforcing brand identity and increasing customer engagement by 25%.
- Collaborated with the Social Media Lead and Creative Director to execute innovative creative concepts.
- Ensured brand consistency across all platforms, consistently meeting project deadlines.

Freelance Graphic Designer Apr 2020 - Nov 2021

- Executed diverse freelance projects encompassing branding, logo design, and marketing materials.
- Crafted unique brand identities and visual systems aligned with clients' brand values and market positioning.

EDUCATION

Diploma in Visual Effects for Filmmaking

July 2020 - Nov 2022

Maya Academy of Advanced Cinematics (MAAC)

- Completed intensive training in visual effects, animation, and graphic design, focusing on industry-standard tools and techniques.

Bachelor of Arts in Arts & Humanities

June 2020 - Aug 2023

University of Delhi

- Studied a diverse curriculum, including visual arts, design principles, and communication, enhancing creative and analytical skills.

COURSES

Advanced Program in Visual Effects for Filmmaking

July 2020 - Nov 2022

Maya Academy of Advanced Cinematics (MAAC)

ADDITIONAL INFORMATION

- **Technical Skills:** Adobe Creative Suite, Canva, and Capcut.
- **Non-coding Tools:** Figma, Framer, Webflow
- **Certifications:** Adobe Certified Professional in Visual Design
- **Skills:** Branding, Visual Design, Animation, Social Media Content, Campaign Design, Motion Graphics, Video Editing, UI/UX and more.

LANGUAGES

- English
- Hindi
- Punjabi