



Richa Dhawan

Graphic Designer

Dynamic and innovative professional with 1.5 year of invaluable hands-on experience in handling several simultaneous creative design projects, concept creations, graphic design, and video editing. Equipped with the ability to escalate brand awareness by utilizing skills gained in the creative industry, being able to identify opportunities, overcome objects, build long-term mutually beneficial relationships with vendors, workforce, and clients, establishing a successful and lucrative company.

Contact

Phone

9971706798

Email

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Address

Janakpuri, New Delhi

Education

2013

BJMC

IP University, New Delhi

2012

BA Programming

Delhi University North Campus, New Delhi

Expertise

- Photoshop
- Illustrator
- Premier Pro
- Figma

Language

English

Hindi

Punjabi

Experience

Nov'2022 - Present

Callsmaster Services LLP

Graphic Designer

- Establish and manage graphic designs business that aims to assist companies in brand development.
- Spearhead visual identify including brand positioning, promotions, and digital marketing for different companies.
- Develop creative advertising content for various media including catalogs, menu, business cards, flyers, posters, product packaging while ensuring maximum brand awareness of target audience/market.
- Conceptualize logo design, videos editing, byte cutting, and social media channels to promote product brands.
- Leverage rebranding expertise in enhancing client's corporate image to ensure profitability and business growth.
- Editing short and long video's for commercials and social media. Use Adobe Premier Pro to trim segments to set themes and lengths . Re-sequences scenes to maximize audience engagement.
- Edited videos for proper timings of audio and texts while choosing a creative video thumbnail for uploading.

2018 - 2022

Kartikeya International PVT LTD

Merchandiser

- Coordinate with the visual design manager to develop and implement visual displays for a craft beer retail store, including identifying the placement to display.
- Led the creation and installation of visual product display and coordinated with the visual merchandising team to perform merchandise updates and identify floor placement.
- Collaborating with suppliers, manufacturers, and retailers to ensure proper execution of merchandising plans.
- Maintaining inventory of products in store
- Plan, strategize and develop creative ideas to install/style new attractive display
- Provides Creative graphic contents to support manufacturing of products.
- Able to think out of the box for graphic design and apply.
- Develop graphics design & prepare layout artwork working files for printing & merchandise production
- Negotiating terms and conditions and prices most beneficial to the company with the suppliers.
- Provides Creative graphic contents to support manufacturing of products

Hobbies

Travelling

Exploring new trends