



# PRATEEK MASKARA

GRAPHIC DESIGNER AT HP STUDIO

OVER ALL EXPERIENCE IS 2.5+ YEARS

## CONTACT



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Gurugram, Sector-47

## EDUCATION

2020-2023

**Amity University,  
Gurugram**

B.Sc (Animation & Visual Graphic)  
CGPA - 8.3

2008-2020

**St. Mary's School, Safdarjung  
Enclave, New Delhi**

Class XII (CBSE) - 94%  
Class X (CBSE) - 82.4%

## EXPERTIES

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe Premiere Pro
- Blender (3D Software)

## ABOUT ME

I am a Graphic Designer based in Gurugram, driven by a deep passion for design. For me, design is more than just a profession—it's a way of life. From the moment I wake up to the moment I go to bed, my thoughts are immersed in creating and visualizing. As a contemporary graphic designer and visualizer, I strive not only to produce visually stunning work but also to craft insightful and impactful masterpieces that resonate with audiences. My goal is to continuously evolve and excel in the fields of graphic design and animation, constantly pushing the boundaries of creativity and innovation.

## PROFESSIONAL SUMMARY

Dynamic and dedicated Graphic Designer with a strong foundation in creating compelling visual content. With over a year of experience at HP Studio, I have honed my skills in designing emailers, digital banners, social media posts, PDFs, and key visuals, along with video editing and creation. My approach combines a keen eye for aesthetics with a strategic mindset, aimed at delivering designs that are both beautiful and purposeful. Eager to leverage my expertise and grow as a subject matter expert in graphic design and animation, I am committed to continuous learning and pushing creative boundaries.

## PROFESSIONAL EXPERIENCE

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### HP STUDIO

AUG 2023 - PRESENT

Gurugram (Hybrid)

- **Design & Creation:** Developed engaging emailers (EDMs), digital banners, social media posts, PDFs, tent cards, diptychs, and key visuals (KVs) to support various marketing campaigns and brand initiatives.
- **Video Editing:** Produced and edited video content, enhancing visual storytelling and brand presence through effective video communication.
- **Collaboration & Innovation:** Worked closely with marketing and account management team to conceptualize and execute design projects that align with strategic goals. Demonstrated creativity and problem-solving skills in meeting client needs.
- **Brand Consistency:** Ensured all designs adhered to brand guidelines, maintaining consistency across all media and reinforcing brand identity.

### DRM TECHNOLOGIES PVT. LTD

FEB 2022 - JULY 2023

Gurugram (Hybrid)

Maintained and updated graphics for the company's e-commerce website, ensuring visual consistency and enhancing user experience.

### DANK FOOTBALL

DEC 2021 - FEB 2023

Gurugram (Work from home): Part-Time

Created custom illustrations to support branding and marketing initiatives.

### DRAMEBAAZ

AUG 2021 - DEC 2021

Gurugram (Work from home): Part-Time

Designed posters to promote events and activities.

### PURASKAAR

APR 2021 - NOV 2021

Gurugram (Work from home): Part-Time

- **Designed posters for promotions and events.**
- **Managed social media accounts, overseeing content and strategy to drive engagement.**

## EXTRACURRICULAR ACTIVITIES

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Attended International Cultural Program in:

- France (Apr 2017)
- Netherland, Denmark, Sweden (May 2018)
- Japan (July 2019)