



VASANTHI

Personal Info

Address

#28, 2nd cross,
Venkata nagar, Puducherry

Phone

+91 9176260134

E-mail

vasanthereddy22@gmail.com

Date of birth

22 March 1991

LinkedIn

www.linkedin.com/in/vasanthi-b-95a812b2

Portfolio Link

<https://saivasu22.wixsite.com/refer>

Innovative Graphic artist with 10 years of experience who produces dynamic visuals for print and digital projects. Creative, hands-on professional with expertise in graphic design, art direction and project management. Multi-talented skilled in several artistic mediums, including craft and business promotions. Graphic Designer who expertly researches and develops emerging concepts and trends. Tech-savvy and creative.

Experience

DIGITAL TECHZ , INDIA

2021 to Present

GRAPHIC DESIGNER

- Creating Social Media Post
- Making Instagram/ Facebook Reels according to the trend
- Company was totally based on Digital Creation
- Working with the Digital Marketer for Ad Campaigns
- Branding for the start up clients
- Working on canva was necessary for the quick output as the hand on project was high
- Overall co-ordination with the team to get better a result on the content / SMM Strategy

INTERCELL MEDIA , DUBAI

2018-2019

GRAPHIC DESIGNER

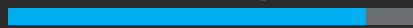
- Design layouts, including selection of colors, images & typefaces
- Key aspect was branding and social media post.
- Present design concepts to clients or art directors.
- Incorporate changes recommended by clients or art directors into final designs.
- To shape the visual aspects of websites, books, magazines, product packaging, exhibitions and more.
- Create layouts for video ads from the scratch.
- Completes projects by coordinating with outside agencies, art services, printers, etc.

NOTE - Working as a Freelancer for 8 years in Graphic Design sector with regular projects upto date

Software

Skills

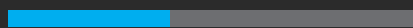
Adobe Photoshop



Adobe Illustrator



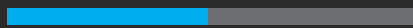
Adobe Indesign



Adobe Aftereffects



Adobe Premiere



Web Design



Microsoft Word/Excel/
Powerpoint



BLAZON BRANDING , DUBAI 2018-2019

FREELANCE GRAPHIC DESIGNER

- Work from home with the projects lik Logo/ Flyers/ Brochures Hoardings/ SMP/ Menu card/ Package Designing.
- Plans concept by studying information and materials
- Dealing with outdoor branding
- Worked on Government based projects
- Perform retouching and manipulation of images

GENTLEMEN STUDIO

2016-2017

GRAPHIC DESIGNER

- Worked on projects like Branding, Web Layout & Photo Editing
- Interacted with clients to attain their graphic design needs
- Individual idea Development and Conceptualization
- Social Media Marketing
- Intermediate level in In-design & Webdesign
- Working with Content Writing

IMAGE CREATIVE EDUCATION 2011-2016

2d Instructor / Student Counselor / Branch Manager

2D INSTRUCTOR

- Train students with graphic design skills & visual design concepts.
- Instructing through Adobe (Photoshop, Illustrator, In-design) which are used in Print and Digital Media
- Seminar on Colleges/schools
- Development of Interpersonnel skills / Project submission for students

STUDENT COUNSELOR

To enroll candidates in Design Sector /To Motivate the candidates / Placement Process / Report updates on daily basis to the R&D

BRANCH MANAGER

- Higher Responsibilities for taking care of Business inclusive of Management.
- Leading the Team, Target Completion, Projects Evaluation.
- Strategy planning for the development /Placements.
- Governing the staff members /Equalised Distribution of works
- Leadership Duties and organising New Events for Marketing



Education

Jun 2012 - May 2014

Annamalai University

Master of Business Administration - MBA

Specilization - Human Resource Management(HRM)

Aug 2008 - May 2011

SRM Faculty of Science & Humanities

B.sc Visual Communication

Specilization- Advertising



Internship

Associate Director in a Program called IDHU ROSE NERAM which was telecasted in Kalaigamar Channel, Chennai

Co-Ordinator for the BOXING Game Show which was telecasted in Polimer Channels which was done by a DSTUDIO Production House, Chennai

Junior Graphic Designer in a Grace Digital Graphics, Puducherry



References

Jedie -- +971 52 758 8634

Graphic Designer

I hereby declare that all given information's are true. I assure you that I shall discharge my duties to the best of my efficiency and to the satisfaction of my superiors.

Thank you