

2019 PRESENT

The **Elite Cars**  
"The True Definition of Luxury."

**SENIOR GRAPHIC DESIGNER**

Developing and designing innovative creative materials including print, online, marketing collateral, catalogs, brochures, logos, packaging, display graphics to drive, elevate and evolve company brand. Preparing catalogues with product details, strategizing and researching on various advertising techniques.

Working on nine different brands under The Elite Cars Group, including:

- The Elite Cars, Sun City Motors, Pearl Motors, Premier Car Care, Elite International Motors, Elite Motors Services, Elite Auto, Brabus and Jetour
- Contributed to product line planning team including new product launches.
- Identified, defined and executed designs in appropriate format and media to best deliver message and reach specific audience.
- Developed concepts, graphics and layouts for product illustrations, company logos.
- Worked with a wide range of media and use graphic design software.
- Developed new design concepts, graphics and layouts and prepared rough drafts.
- Worked with copywriters, designers, photographers, executives, SEO's etc. to meet the organizational branding needs.

**ROBINSONS**  
SINCE 1858**FASHION / GRAPHIC DESIGNER**

Created all kind of Graphic Design based projects for clients includes printing media graphics and web based graphics. Developed brand identities.

- Successfully designed Branding, Advertising, Brochures, Catalogues, Custom Publishing, Apparel & Fashion and Corporate Stationery,
- Produced Illustration, Packaging, Presentation Kits, Templates, Visual Merchandising etc.

**PROMATE**  
Innovation and Excellence**SENIOR GRAPHIC DESIGNER**

Determined standards and style to ensure high level design and coding efficiency consistent with current standards and trends. Produced high quality work while meeting the deadline. Ensured adherence to project time lines, budgets and ascertained methods to achieve client satisfaction

- Created base graphics for upcoming product campaigns, banners for the E-commerce website and newsletter campaigns
- Developed print media artworks for packaging designs along with PowerPoint presentations, Photography and retouching of products images and brochure designs.
- Made an extensive use of the language of design that includes color, shape, line, texture, grid, imagery and typography.

**ACCOMPLISHMENTS**

- Delivered fresh and innovative ideas & applications
- Appreciated for working quickly & meticulously
- Established strong relationships with designers, vendors, and key clients to realize repeat business.

**SHAREEF KURUNHILAYIL**

View portfolio online at : <https://www.behance.net/idodezigns6951>

*Hello,*

Pleased to meet you,  
Here's a little about me!

**CREATIVE GRAPHIC DESIGNER**

Dynamic and innovative Graphic Designer with over 11 years of experience in a Multicultural environment across accomplishing large scale project assignments, graphic designing and visualization. Apply principles of visual organization, composition, information, hierarchy, symbolic representation, typography, aesthetics, and the construction of meaningful images. Proficient in analyzing information system needs, evaluating end-user requirements, custom designing solutions and troubleshooting for the graphic applications. Sound networking skills with ability to interact with people from diverse backgrounds and build lasting relationships.

2009 - 2011

**LPFLEX**  
LIGHT EMITTING DESIGN  
**GRAPHIC DESIGNER**

Built numerous promotional items like Ads, Logos, Brochures, Flyers, Flyleaf, Leaflets, Magazines, Signage Designing Dangers, Posters, Hoardings, Catalogs, Business Cards, Menu, Web Templates etc.

- Produced a wide variety of graphic products including identity, branding, packaging, brochures, launching campaigns, calendars, newsletters, website design, and corporate identity manuals
- Involved in planning, designing and implementing graphic directions, concepts and specifications for assigned projects.

2006 - 2008

**macmillan**  
**LAYOUT GRAPHIC DESIGNER**

Developed graphic solutions, including Spec ads, image retouching, Display ads, Posters, Magazine layouts, Magazine ads, Spanish ads, Web templates Flyers, Menu, Brochures, etc. for U.K based company.

- Created presentation materials, posters and graphics.
- Identified and understood both business and user needs and accordingly creating deliverables, specifications, user Interfaces etc.

**REFERENCES****MUBEEN**

HEAD OF DIGITAL  
MARKETING

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**BRYAN GUERRERO**

HEAD OF DESIGN  
DEPARTMENT

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**10 Years** WORK Experience**CONTACT**

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- linkedin.com/in/shareef-k-8526a250
- shareefsha93

**INFORMATION**

Date of Birth : 17-07-1986  
Marital Status : Married  
Nationality : Indian

**LANGUAGE**

**98%** **47%**  
ENGLISH HINDI  
**64%** **100%**  
ARABIC MALAYALAM

**SOFTWARE SKILLS****EDUCATION**

**2002** GHSS CHALISSERY  
SSLC KERALA STATE BOARD  
**2004** CAD CITY THRISSUR KERALA  
DIPOLMA IN MULTIMEDIA  
**2015** BANGALORE PRESIDENCY COLLEGE  
BCA (DISTANCE EDUCATION)

Sincerely

Shareef

Shareef Kurunhilayil