

PRASANTH R

GRAPHIC DESIGNER

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PROFESSIONAL SUMMARY

Creative and detail-oriented Graphic Designer with 9+ years of experience in visual communication, branding, marketing campaigns, corporate presentations, and digital marketing creatives.

Experienced in creating impactful visual solutions across manufacturing, industrial, and corporate sectors. Skilled in transforming complex ideas into engaging visual experiences through strong typography, layout design, visual storytelling, and strategic communication.

Passionate about delivering clean, modern, and purposeful designs that strengthen brand identity and business communication.



CORE SKILLS

Branding & Identity Design

Marketing Creatives

Social Media Campaigns

Print Design

Presentation Design

Visual Storytelling

Typography

Brochure & Catalog Design

Stall Banners & Poster Design

Infographics



SOFTWARE SKILLS

Ps Photoshop

Ai Illustrator

Id InDesign

Xd Adobe XD

Figma

Ae After Effects

DaVinci Resolve

Canva



VIEW MY PORTFOLIO

Scan the QR code to view my portfolio and selected design works.



PROFESSIONAL EXPERIENCE

- Graphic Visualisation & Design** 2021 - Present
Lakshmi Machine Works Limited (LMW)
 - Design marketing campaigns for textile and CNC products.
 - Create social media & campaign creatives, brochures, catalogs, and promotional materials.
 - Develop presentation decks for corporate communication and product marketing.
 - Collaborated with marketing and business teams to maintain brand consistency.
 - Create digital and print assets supporting business objectives.
- Graphic / UI Designer** 2019 - 2021
Color Power Printing & Publishing, Dubai
 - Designed brochures, banners, posters, and product packaging materials.
 - Created print-ready artwork following client and production specifications.
 - Managed multiple design projects while meeting strict deadlines.
 - Collaborated with clients and marketing teams on campaign execution.
 - Maintained high visual quality across all print and digital deliverables.
- Graphic Designer** 2018 - 2019
Personiv
 - Designed Yellow Pages advertisements based on publication standards.
 - Created print advertisements with accurate typography and layout.
 - Delivered advertising materials within scheduled deadlines.
 - Ensured consistency with brand and publication guidelines.
- Member Technical Support** 2016 - 2018
Robert Bosch Engineering & Business Solutions
 - Created dashboards, reports, and visual documentation assets.
 - Supported ADAS and Radar system projects through technical documentation.
 - Developed and maintained XML-based configuration files.
 - Collaborated with engineering teams to validate project requirements.
 - Participated in client and internal review meetings.



KEY PROJECT



Social Media Campaigns
Designed engaging social media campaigns and marketing creatives for industrial and manufacturing brands



Marketing Collaterals
Developed brochures, catalogs, advertisements, banners, and promotional assets for digital and print media.



Presentation Design
Created executive and corporate presentations supporting product launches and business communication.



UI/UX Design
Designed responsive websites and user interfaces with a focus on usability, user experience, and visual clarity.



EDUCATION

B.Sc Computer Science
Sri Krishna Arts and Science, Coimbatore
2012 - 2015



CERTIFICATIONS

The Ultimate Blender Course - 2026
Udemy - Pursuing

Advance Davinci Resolve Editing - 2025
ProEditor Club

User Experience Design Essentials -
Adobe XD UI/UX Design
Udemy