

RESUME

VEDPRAKASH SARKAR

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EXPERIENCE

Sr. GRAPHIC DESIGNER

Jan 2020 - Present

Springworks, Bangalore

Currently, working as a Senior Graphic designer at Springworks, I lead a team of four designers specializing in social media creatives, communication designs, landing pages and assisting UI/UX designers with the product aesthetics. Working closely with the marketing & product development team, I provide a graphic designer's perspectives in the decision-making pipeline. At Springworks I've developed design systems for SpringRecruit, SpringVerify, SpringRole and Springengage, which are HR based SaaS products. I've also worked on creating brand identity and related marketing materials for the company's Trivia and Engagewith where in the google ad banners I created for Trivia received 2.5x the average CTR.

FREELANCE GRAPHIC DESIGNER

July 2018 - Nov 2019

Portal Studios, KitWit

For Portal Studio, most of my deliverables were marketing material, event posters, album covers etc. While at Kitwit, I got the opportunity to design four children book, two daily planners and six sets of bookmarks targeted towards preschool and kindergarten kids which increased the product sales by 45%.

INTERN GRAPHIC DESIGNER

Feb 2018 - June 2018

KitWit, Hyderabad

I joined kitwit while pursuing my engineering degree. My role was to design stationery and fun learning games and books for preschool kids. I designed creatives for nine board games, three play card sets including many other independent projects.

GAMES & APPS DEVELOPED

CODE KOTLIN

Android app

TOY ZOMBIE

Cross Platform mobile game

OBLIVION SPACE

Cross Platform mobile game

TUNEIN TUNER

Guitar tuner app

TUNEIN METRONOME

Web based metronome

NFT

SKATERBOI

Short Animation

HUMMINGBIRD

Cross Platform mobile game

TRAIN STOP

Cross Platform mobile game

LOFI MONDAY

Android app

SKILLS

Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Blender, Figma

EDUCATION

B.E Computer Engineering

Sinhgad Institute of technology, Lonavala
June 2014 - July 2019

12th CBSE

Modern School, Nagpur
June 2012 - April 2014

RECOGNITION

Art director for SpringVerify(Marketing), G2 High Performer spring 2021
Art director for Trivia, G2 Leader Winter 2021
Lead Graphic Designer for Trivia, no. 2 product of the day on ProductHunt 19.June.2020
Lead Graphic Designer for Trivia, no. 2 product of the day on ProductHunt 28.Aug.2020