RESUME
VEDPRAKASH SARKAR

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EXPERIENCE

Sr. VISUAL DESIGNER (3D)   May 2022 - Feb 2023
Meesho, Bangalore

- Art Directed Talent Branding sector, enhancing the company's brand identity.
- Visualized design guidelines and asset libraries containing 55 3D models, media kits, typography, and Social media kits for a team of 60+ designers.
- Oversaw campaign designs aligning visuals with the company's brand message and aesthetics.
- Implemented new design methodology uplifting consistency and cutting 3D design time by 50%.

Sr. GRAPHIC DESIGNER   Jan 2020 - March 2022
Springworks, Bangalore

- Designed style guides for the HRMS tools: SpringRecruit, SpringVerify, SpringRole, EngageWith, Trivia, and The Shape of Work podcast.
- Created Google ad banner kits that outperformed industry standards, achieving an 80% click-through rate driving significant traffic to relative product pages.
- Templatised website designs to expedite development time and cost, delivering 15-16 web pages on a weekly basis.
- Supervised publishing of 175 podcasts on web platform with zero downtime.

GRAPHIC DESIGNER   Feb 2018 - Nov 2019
KitWit, Remote internship

- Illustrated four books and six bookmarks for the stationary product line.
- Conceptualised 5 fun learning board games for kindergarten students.
- Developed and implemented design standards leading to a 45% boost in sales.

ACHIEVEMENTS

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

SKILLS

Photoshop, Illustrator, After Effects, Blender, Figma, Sketch, Midjourney, Stable diffusion

NFT

THE HUMMINGBIRD	**SKATERBOI**	**LOFI MONDAY**	**TRAIN STOP**
3D animation	Character animation	2D Animation	2D Animation

PERSONAL PROJECTS

3D FOOD ILLSUTRATION	**3D ESSENTIAL ICONS**	**ROSE MARY**	**NERO**
Illustration pack	Illustration pack	Font Family	Font Family
TOY ZOMBIE	**OBLIVION SPACE**	**CODE KOTLIN**	**TUNEIN TUNER**
Cross platform game	Cross platform game	Android app	Guitar tuner app

EDUCATION

B.E COMPUTER ENGINEERING	**12thCBSE**
Sinhgad Institute of Technology, Lonavala	Modern School, Nagpur