RESUME

VEDPRAKASH SARKAR

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EXPERIENCE

Sr. VISUAL DESIGNER   Aug 2023- Present
Simpl, Bangalore

- Led a visual design team of four, managed teams bandwidth.
- Helped expanding a new visual design style.
- Created marketing campaign designs for Myntra, Swiggy, IRCTC and Make My Trip integration.
- Designed app banners resulting in a 250% increase in CTR.

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

- Art directed Talent Branding sector, enhancing brand identity.
- Visualised design guidelines with 3D 55+ asset libraries for 60+ designers.
- Oversaw campaign designs aligning with brand message.
- Implemented new design methodology, cutting 3D design time by 50%.

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

- Designed style guides and visual design system for five HRMS Products.
- Designed Google ad banner kits that outperformed industry standards by 80%.
- Templatised website designs for rapid development, delivering 15-16 pages weekly.
- Supervised publishing of 175 podcasts on web platform with zero downtime.

GRAPHIC DESIGNER INTERN   Feb 2018 - Nov 2019
KitWit, Remote

- 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.

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
ONYX	**OBLIVION SPACE**	**TOY ZOMBIE**	**TUNEIN TUNER**
Font Family	Cross platform game	Cross platform game	Android app

EDUCATION

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