RESUME

VEDPRAKASH SARKAR

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EXPERIENCE

Sr. VISUAL DESIGNER   Aug 2023- July 2024
Simpl, Bangalore

- Increased app CTR by 250% by designing high-impact banners.
- Created campaigns designs for Myntra, Swiggy, IRCTC, and MakeMyTrip etc.
- Led a team of four designers, optimizing workflow and meeting deadlines.
- Introduced a new visual style, enhancing brand identity and consistency.

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

- Reduced 3D design time by 50% with innovative methodology improvements.
- Developed 55+ 3D assets and libraries, creating comprehensive design guidelines.
- Lead talent branding designs, strengthening brand identity and market perception.
- Aligned campaign designs with strategy, ensuring brand consistency across.

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

- Designed Google ad banners exceeding standards by 80%
- Developed style guides and visual systems for five HRMS products.
- Streamlined website development, delivering 15-16 pages weekly using templates.
- Published 175 podcasts with zero downtime, ensuring seamless user experience.

GRAPHIC DESIGNER INTERN   Feb 2018 - Nov 2019
KitWit, Remote

- Implemented design standards, achieving a 45% boost in product sales.
- Illustrated four books and six bookmarks for a stationery product line.
- Created five fun learning board games for kindergarten students.

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

NFT

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

SKILLS

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

EDUCATION

B.E COMPUTER ENGINEERING
Sinhgad Institute of Technology, Lonavala