

VED SARKAR

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PROFESSIONAL SUMMARY

With 5+ years in design, I craft compelling experiences blending creativity and strategy. I specialize in designing marketing campaigns, product illustrations, and developing strong visual brand identities.

PROFESSIONAL EXPERIENCE

Simpl

Senior Visual Designer

Bangalore, KA, India

August 2023 - July 2024

- Increased in-app CTR by 250% by designing high-impact UI banner
- Led marketing campaigns designs for Myntra, Swiggy, IRCTC, and MakeMyTrip etc
- Expanded, visual design assets, typography, UI design library
- Introduced a new visual style, enhancing brand identity and consistency
- Designed and led video production for podcast and online marketing

Meesho

Senior Visual Designer

Bangalore, KA, India

May 2022 - February 2023

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

Springworks

Senior Visual Designer

Bangalore, KA, India

January 2020 - March 2022

- Designed online marketing campaign & ad banners exceeding standards by 80%
- Developed visual assets, color theory & UI design for five HRMS products
- Streamlined website development, delivering 15-16 pages weekly using templates
- Published 175 podcasts with zero downtime, ensuring seamless user experience

kitwit

Graphic Design (intern)

Remote

February 2018 - August 2018

- Designed new visual identity, 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

PORTFOLIO

<https://vedsarkar.com/>

COMMERCIAL DESIGN ASSETS

3D Food illustration

3D essential icons

Ultimate 3d Icons

Nero - Typeface

Rose Mary - Typeface

Onyx - Font Family

3d Soda Packaging

NFT

THE HUMMINGBIRD

SKATERBOI

LOFI MONDAY

TRAIN STOP

SKILLS

Skills: Adobe Illustrator, Adobe After Effects, Adobe Creative Suite, Adobe Lightroom, Adobe Photoshop, Adobe Premiere Pro, Figma, Blender, Canva, ComfyUI, A1111, canva

EDUCATION

Sinhgad institute of technology, Lonavala

Bachelor's, Computer Engineering

January 2014 - June 2019