

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 campaign 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 ILLUSTRATION

Illustration pack

3D ESSENTIAL ICONS

Illustration pack

ROSE MARY

Font Family

NERO

Font Family

ONYX

Font Family

OBLIVION SPACE

Cross platform game

TOY ZOMBIE

Cross platform game

TUNEIN TUNER

Android app

NFT

THE HUMMINGBIRD

3D animation

SKATERBOI

Character animation

LOFI MONDAY

2D Animation

TRAIN STOP

2D Animation

SKILLS

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

EDUCATION

B.E COMPUTER ENGINEERING

Sinhgad Institute of Technology, Lonavala