
SHANKAR

Sr. Graphic Designer

A-301, Horam Residency, Ravi Enclave, Sector 87, Noida, UP

(+91) 8368263699, 8471035880

Email: skgairy1110@gmail.com

Portfolio: sgportfolios.com

SKILLS

- High level proficiency in **ADOBE PHOTOSHOP, ADOBE ILLUSTRATOR, XD.**
- Worked with Video Tools such as **AFTER EFFECT, PREMIERE PRO.**
- Proficiency in **HTML/CSS/JS, Wordpress/Custom Website Design.**
- Able to create **websites along with a design** perspective.
- Understanding of **Typography, Color Presence.**
- Audio editing skills.
- Experience with ad creators such as **GOOGLE WEB DESIGNER, ADOBE EDGE, ADOBE ANIMATE CC.**
- Good experience in developing successful HTML5 ads and converting Flash Banners to HTML5 including: standard 40K and Rich Media units such as expandables/ pushdowns, homepage takeovers, etc.
- Animate banner units using performant CSS3/HTML5/Javascript code & **Greensock/GSAP Animation.**
- Experts in creating **logos, flyers, brochures, marketing banners, posters & social media ads, presentation deck** that identify a product or convey a message.
- All **Dynamic HTML5 Banners.**
- Able to work on major Ads platforms like- **DCM, Sizmek, Adwords.**
- Maintain a high quality of deliverables and reduce the number of iterations
- Improve overall creativity.
- Ensure quality review of all deliverables before distribution.
- Work closely with people to create advertisements and promotion material, public relations, and marketing.
- Decide how images and text will go together on a print or webpage, including how much space each will have. When using text in layouts, graphic designers collaborate closely with writers who choose the words and decide whether the words will be put into paragraphs, lists, or tables.
- **Digital Marketing.**

EXPERIENCE

RateGain Travel Technologies Pvt. Ltd. - *Graphic Designer*

October, 2018 - PRESENT (2 year 11 months)

- Support the marketing team with the development of best-in-class artwork files for all sales and marketing collaterals, office branding, intranet, digital & print campaigns, website, events & videos.
- Take initial creative direction and ideas and convert them into working, visual communication solutions across print and digital mediums.
- Introduce / leverage new formats like Infographics, iPDF and other digital designs.
- Website development & maintenance.
- Coordinating with outside agencies, vendors, printers, and colleagues as necessary to provide end to end solutions from design to providing a print-ready copy to delivering the required material before the deadline.

Magnon Interactive Private Limited, Sec-63, Noida - *Associated Creative Services*

February 2016 - October 2018 (2 years 7 months)

- Animate banner units using performant CSS3/HTML5/Javascript code.
- Implement static, rich media, programmatic and dynamic creatives in popular ad formats (expandable, pushdowns, takeovers, etc.).
- Export assets from popular design applications (Photoshop, Illustrator, Sketch, etc.).
- I have developed static as well as dynamic HTML5 banners (both - with tools and custom code).
- Video Animation & UI/UX Design

Projects

In **Current Organization** (*Latest*)

- Demand AI Product [Contact us Page](#) Integration to Pardot
- Development of [Partners Integration](#) Page to Pardot
- Perspective with Leaders [Webinar](#) 2020
- RateGain Corporate Website - www.rategain.com
- Event Collaterals (Included Landing Page, Social Media Creatives, Emailer, Brochures, Standee, Videos etc.)
- WTM 2019 Event Collaterals
- Sales Marketing Workshop 2019 Collaterals
- Skift Global Forum and many more events.
- [OTA Market Manager Campaign.](#)
- [MarketDRONE Product Launch.](#)

In **Magnon Interactive Private Limited**

- Worked for several clients like **Etihad Airways, Nissan, TalenTrack, Pandora, Google, HP, Nissan, FAB, Honda, Google** etc.

EDUCATION

Global Institute Of Information Technology, Gr. Noida - *MCA*

June 2016 - June 2018

Obtained **70.8%** marks. The college is affiliated with **Abdul Kalam Technical University, Lucknow.**

Global Institute Of Information Technology, Gr. Noida - *BCA*

June 2012 - June 2015

Obtained **70%** marks. The college is affiliated with **Chaudhary Charan Singh University, Meerut.**

Shivraj Sharma Inter College, Bilaspur - *12th*

Aug 2010 - May 2012

Obtained **73.60%** marks. The Inter college is affiliated with **UP Board, Allahabad.**

Shahid Bhagat Singh Smarak High School, Mohiyapur - *10th*

Aug 2009 - May 2010

Obtained **73.67%** marks. The School is affiliated with **UP Board, Allahabad.**

Extra Curricular

- Awarded **Star Performer of the Quarter (May-Aug 2020)** at RateGain.
- Awarded **Star Performer of the Quarter (July-Oct 2019)** at RateGain.
- Certification in **Doubleclick Studio Rich Media Gallery** by **Google.**

Personal Skills

- Team working and willing to go the extra miles.
- Up to date with latest UI trends, Web trends, techniques & technologies.
- Multitasking & proactive.
- Think creatively & develop new design concepts Graphic & layouts.
- Kind of Out-of-the-box-thinker.

Hobbies

- Sketching
- Listening Music
- Travelling
- Watching Movies

Personal Details

Father Name - Puran Bahadur
Address - A-301, Horam Residence, Ravi Enclave, Sector 87, Noida
Uttar Pradesh, India
Date of birth - 11/10/1995
Gender - Male
Language Known - Hindi & English

Declaration

I hereby declare that the information furnished above is true to the best of my knowledge.

Date :

Place: Noida

(SHANKAR)