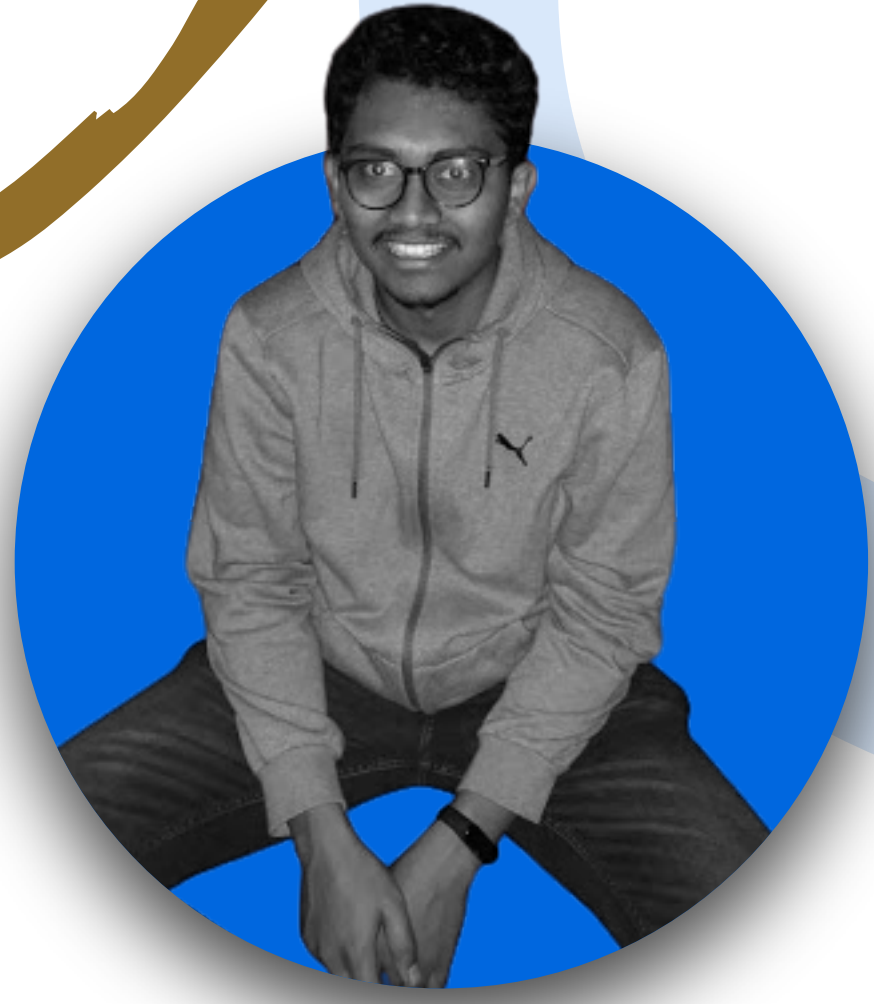


# chethan kumar

A.S

Graphic  
designer



## About Me

**Skilled and Creative designer with 4+ years of experience.**

Designed Social Media Posters, Logos, Explainer Videos, Social Engagement Videos, Investor Pitches, Pitch Decks, Responsive WordPress Websites using Elementor libraries and App mockup using Adobe XD, After Effects, Photoshop, Illustrator for various clients across domains.

## Contact

+91 77952 89003

aschethankumar@gmail.com

chethankumar92

<https://chethankumaras.com>

## Education

2014 – 16  
MBA in Marketing  
PES University, Bangalore

2010 – 14  
BE in Electrical & Electronics  
VTU, Bangalore

## Experience

### FREELANCE GRAPHIC DESIGNER

Feb 2019 – Present

Independant Consultant, Bangalore

- Designed logos for Goodie Basket, Houselanse24, Crown Builders, Rankers Academy, Trident Law Partners, Pragathi Constructions and many more.
- Designed & developed E-commerce shops for HouseLane24, GoodieBasket using Wordpress.
- Designed & developed WordPress websites for MyLeaders, KickShack, Protein Stacks, The Anera Co. and currently working for few more startups.
- Designed brochure, wedding invitations, social media posts, flyers etc. using Adobe Illustrator and Photoshop.
- Created Explainer videos, Logo Reveal videos using Adobe After Effects and Premier Pro.
- Designed and handled Instagram profile for Rankers Academy, MyLeaders and Trident College Mysore.
- Created Wire frame and designed app for MyLeaders using Adobe XD.

### MARKETING MANAGER

Nov 2017 – Jan 2019

Recosense Infosolutions, Bangalore

- Revamped complete official website and designed landing pages.
- Created explainer videos and social engagement videos to introduce and explain the product to investors and customers.
- Collaborated with founder team to create pitches to investors and potential customers.
- Involved in approaching and converting major clients like SonyLiv, Asianet.

### DIGITAL MARKETING & GRAPHIC DESIGN EXECUTIVE

Jul 2016 – Oct 2017

Idealise – A Digital Marketing Agency, Bangalore

- Involved in designing social media posts for variety of small but prolific firm.
- Facilitated team meetings for a project to increase revenue for ecommerce client.
- Collaborated with design team on projects to create layouts for mobile application.
- Contributed to run paid campaigns to customer site with profitable returns, one of the best was to reduce the CPA by 22%

### SOCIAL MEDIA MARKETING INTERN

Jan 2016 – Mar 2016

Fullerene Solution Pvt Ltd, Bangalore

- Involved in designing and executing social media campaigns to build brand awareness and increase app installs on Facebook, Twitter, Instagram.
- Assisted the marketing team to automate activities using HootSuite.

## Professional Skills

### Software



PhotoShop



Illustrator



After Effects



Adobe XD



Premier Pro



Powtoon



Elementor



Shopify

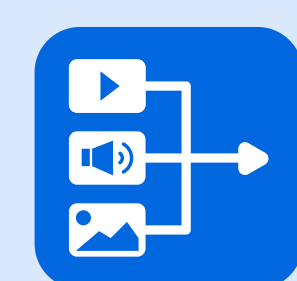


WooCommerce

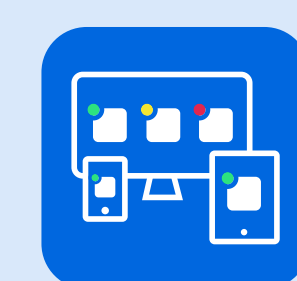
### Design



Design Research



Design Strategy



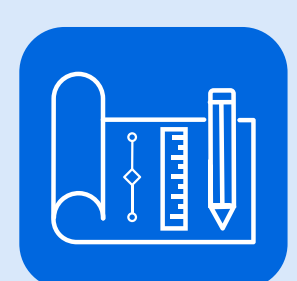
User Interface



Ecommerce Store Design



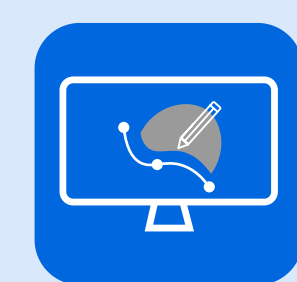
WordPress Web Design



Prototyping



Logo Design



Illustration



Video Editing



Print Design



Pitch Deck Design



Storytelling