

NIKITAHIRANI

Graphic Designer / Aspiring UI/UX Designer

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📍 Raipur, Chhattisgarh

Summary

Highly skilled and creative graphic designer with over 5 years of experience in branding, marketing, and beginner-level experience in UI/UX design. Adept at creating impactful visual designs that align with brand strategies and business objectives. Experienced in leading design projects from ideation to execution, collaborating with cross-functional teams, and delivering results-driven solutions.

Work Experience

07/2022 - Present

The Feather n' Knife
Pune

Graphic Designer

- Worked on numerous brands across various niche, including real estate, dental, education, automobiles, photography, personal branding, finance, restaurants, professional training, healthcare, & resorts.
- Created daily content for social media platforms, including posts, videos, reels, and interactive stories, effectively engaging audiences and enhancing brand presence by 20%-30% .
- Dedicatedly worked on an international project, ensuring timely delivery and adherence to project specifications.
- Developed comprehensive buyer personas and conducted competitor analysis, formulating strategies that significantly boosted brand growth.
- Created brand guidelines for a startup, successfully establishing and growing their Instagram presence from scratch.
- Designed and produced various print collaterals, including standees, hoardings, table tops, wall posters, and brochures.
- Managed and executed online campaigns, conceptualising and creating teasers, live posts, and winner announcement posts.

10/2021 - 03/2022

Social Ninja, Raipur

Graphic Designer

- Created compelling graphics for product illustrations, logos, company brochures, social media posts, and website assets.
- Collaborated with clients to determine design requirements & objectives.

11/2020 - 02/2021

Webnationz
Technologies,
Raipur

Graphic Designer

- Developed innovative designs, concepts, and sample layouts based on a deep understanding of layout principles & aesthetic design.
- Developed multiple marketing materials, including brochures, flyers, and posters, to promote products or services.

Portfolio & Soical Presence



Technical Skills

- Proficiency in Photoshop, Illustrator,
- Premier Pro
- Typography, layout, and color theory
- Digital Illustration, Print Design
- Figma & Prototyping
- User Research
- Basics of HTML/CSS.

Education

MATS University, Raipur
MCA (2020)

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BCA (2018)

Certification



Soft Skills

- Creativity
- Strong Communication
- Problem-Solving Ability
- Time Management
- Adaptability
- Collaboration

Course

- UX Career Accelerator Program
 - By Anudeep Ayyagari , GrowthSchool