

YASHOVARDHAN BHAGAT

LEAD GRAPHIC DESIGNER

I create visual concepts, using computer software or by hand, to communicate ideas that inspire, inform, and captivate consumers. Illustrating concepts by designing examples of art arrangement, size, type size and style and submitting them for approval. Preparing finished art by operating necessary equipment and software.

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WORK EXPERIENCES



Graphic Designer 2018 - 2020	DIGITACTIX (DIGITAL AD AGENCY) Supported redesign projects for social media templates & Contributed to the creation of brand kits that enabled clients to maintain visual consistency across platforms Brands i worked for :- Hitachi, Bering, OTPub, Kothari Jewellers, Faritas Salon, CeatTyres.
Sr. Graphic Designer 2020 - 2022	ANVIS DIGITAL Contributed to team brainstorming sessions, proposing ideas that were implemented in major advertising campaigns & Gained proficiency in Adobe Creative Suite and Sketch, streamlining design workflows and enhancing project outcomes Brands i worked for :- Playgard Condoms, Paladium Phoneix, IIFL, Tata Capital,Ryan Int. School.
Lead Graphic Designer 2022 - 2024	Infectious Advertising Conceptualized and executed a digital advertising campaign & also developed and implemented a scalable design system and beaneath me five junior designers on advanced design techniques and software, resulting improvement in their performance and productivity & designed and executed a series of print advertisements that increased newsletter subscriptions, Crafted visually striking presentations for client pitches & interactions. Brands i worked for :- Ultra Tech Cement, TBZ Jewellery, Inorbit Mall, NatGeo, Amex.

EDUCATION



Mumbai University 2010 - 2013	BACHELOR OF MASS MEDIA / ADVERTISING Bachelor of Mass Media a three-year undergraduate Mass Communications programme specialising in advertising.
MAAC Institute 2014 - 2018	GRAPHIC DESIGNING COURSE + PG / GRAPHIC DESIGN Demonstrate a thorough understanding of the elements of graphic design and communicate in the language of graphic design.

EXPERTISE



DESIGN SOFTWARE

Adobe Creative Suite (Expert), Sketch (Expert), Corel Painter (Expert), Microsoft Office (Advanced)
Branding & Visual Identity: Typography, Color Theory, Logo Design, Brand Guidelines, Mood Boards
Digital Drawing: Character Design, Concept Art, Storyboarding, Digital Painting, Vector Illustration
Operating Systems: macOS (Expert), Windows (Expert)
Miscellaneous Tools: Wacom Tablets (Expert), Huion Graphics Tablets (Expert)

STRENGTH & WEAKNESS

Passion | Creative zeal | Patience
Time-Management | Artistic skills
Problem-solver.

I'm too punctual or I work too much
are old tricks and do not suffice.

LANGUAGES

English	
Hindi	
Marathi	

PROGRAMS

Branding	
Illustration	
Print Design	