

Naresh Kashyap

Sr. Graphic Designer

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Be <https://www.behance.net/nareshkashyap1122>

About Me

Graduate with over **8 years** of design experience in Digital Marketing, Advertising and Printing. Exceptionally creative and reliable Graphic Designer with sound experience designing and creating various print materials & Digital Marketing for a multitude of projects working with **various departments**. Passion for design and willingness to go over and above to complete work on time. Talent for bringing fresh perspective to brands without losing original intent. **Highly organized** – improved procedures, processes and time tracking in every position

Experience

STUDY IQ PVT. LTD. / JUL 2017 - TILL DATE

Senior Graphic Designer

Study IQ was the first to introduce the concept of offline coaching through its Pendrive courses which was very innovative step towards the **E-learning education** and now it has become very popular and huge in demand among the students preparing for the different government exams.

Online Coaching Courses- SSC CGL, Bank Po, UPSC, IAS, State PSC, JE, UPSC Opt & Govt Exams with PDF, Videos, Test Series GK, Current Affairs, Quiz

Job Profile

- Produce the design and production for websites, product graphics, web logos, social media graphics and banners, static and rich banner ads, email campaigns, and email templates. While some projects may require directing external resources, the role is expected to be hands-on.
- Translate product positioning, existing research, and offline/online Marketing strategies into effective designs.
- Work with e-commerce team and internal and external developers to ensure aesthetics also are aligned with usability, accessibility, and web standards. Work with developers to ensure proper implementation within a web environment and ensure consistency and integrity of the creative vision.
- Work with Director of Digital Marketing to translate and create marketing requirements into compelling, appropriate campaigns and designs.
- Manage and produce digital design work, including banner sizing and versioning.
- Translate wireframe into simple, easy-to-use User Interfaces.
- Ensure consistency of brand and creative across digital customer touch points.
- Provide design support to other business lines to create product graphics, logos, identity design, or other similar offline graphics.
- Other duties as assigned.

SANMATI PACKAGING PVT. LTD. / NOV 2014 - JUL 2017

Senior Graphic Designer

SANMATI PACKAGING PVT. LTD. one of the progressive & prestigious manufacturer and supplier of premium quality Packaging Poly Bags Such as Flexible Laminated Bags , HDPE/PP Woven Sack, BOPP Woven Sack ,BOPP Woven Sack , PVC Bags ,LDPE, HM-HDPE, PP Bags & NON WOVEN We Have strong **Flexo & Rotogravure Printing** Structure design as per need of the product and Client.

Used For packaging :

- Hosiery

- Stationery
- Garment
- FMCG, food
- Confectionery

Some of the reputed names who are associated with us from the corporate world include : Rupa & Co., Archies Greetings & Gifts, Luxor Writing Instruments, Bodycare International, Study by Janak, Grasim Industries Ltd, BSL Ltd etc.

Job Profile

- Attending client meetings to understand the business objectives and client requirements
- Understanding the client needs and developing a concept that matches their requirements
- Interacting with the client on the concepts and getting them approved
- Estimating the approximate time required to complete the work and provide quotes to clients
- Gather information and data through research and develop design briefs
- Think creatively and use innovative ideas to come up with new concepts and designs
- Presenting the finalized work to the clients and take their feedbacks
- Other duties: Determining size and arrangement of illustrative material and copy, selecting style and size of type, and arranging layouts based upon available space, knowledge of layout principles, and aesthetic design concepts.
- Assemble final layouts for printing and provided graphic design for Printing Machine.

SELMORE ADVERTISERS PVT. LTD. / JUN 2012 - NOV 2014

Graphic Designer

SELMORE ADVERTISERS PVT. LTD. offering **Offset Printed Solutions** in paper, foam, cloth & tin printing solutions for the corporate. Our range of products includes Printed Canvas Bags, Cotton Bags, Tetron Bags, Tin Boxes, Stickers, Dangers, Posters, Catalog/Brochures, Diaries , Calendars Playing-Cards, Foam Banners, Rice Bags, Tin Beedi Containers etc. It has two branches in north India.

SELMORE has working with top most Companies like Birla Institute of Management technology , IMS Academy of Fashion, Movil Mobile, Kingston, Provit, Wipro, Spykar Jeans, IME Institute of Management, GSK Pharmaceuticals, Auto- Bajaj, Birla Plus, True Power, TNG, Monte Carlo, Peter England, Zee Mola, Top N Town, Relaxo, 502 Pataka etc.

Job Profile

- Coordination with clients and producing of a variety of graphics products and services, providing graphic design and art direction of design for various artwork in Packaging , Advertisements, logos and Corporate Identity, Catalogue & Brochure, Posters, Flyers, Book Cover, Banners, Labels, Carry and Shopping Bag's, Greeting Cards, , Cartoon Sketch & Coloring, Website Banner, Photo retouching & Editing etc.
- Handling the tasks of providing accurate and complete printing instructions to Printers
- Consistently applies brand standards to all designs and artwork
- Study illustrations, photographs and text to plan presentation of products and services.
- Review layouts and suggest improvements as needed.
- Prepare the assembly of final layouts for printing, and review and approve art materials.

NAVYUG FLEXIBLE PACKAGING / APR 2011 - JUN 2012

Graphic Designer

NAVYUG Flexible Packaging are engaged in manufacturing and supplying a wide range of Packaging Products with a unique combination of digital printing with **Offset Technology**. The range we offer includes Printed Corrugated Boxes, Duplex Boxes , Sweet & Confectionery Boxes, Plastic Containers, Plastic Carry Bags, Paper Bags, Pouches, Foil Containers, Wrapping Sheets and many others.

- Food & Beverages

- Retail Packaging
- Industrial Packaging
- Hotels, Restaurants & Hospitality Industry

NAVYUG have an ever-growing clientèle, which includes some of the most reputed names from the corporate world like Pizza Hut, Rameshwar's, Cozy, Neva, Bikanerwala, Haldiram's, Frontier etc.

Job Profile

- Providing various design ideas to clients for completing various design assignments including creation of a Different types of Products.
- Ability to create designs, concepts, and samples layouts based on knowledge of layout principles and aesthetic design concepts.
- Handled the tasks of generating Packaging Designs & Offset Printing jobs.
- Extensive knowledge of design techniques, tools, and principles involved in production of precision technical plans.
- Ability to come up with unusual or clever ideas about a given topic or situation, or to develop creative ways to solve a problem.
- Finished art and pre-press of files



Education

BACHELORS OF ARTS / 2004-2007

Delhi University

SENIOR SECONDARY CERTIFICATE / 2004

C.B.S.E. Delhi

HIGHER SECONDARY CERTIFICATE / 2002

C.B.S.E. Delhi



Skill

COMPUTER GRAPHIC DESIGNING DIPLOMA / 2009-2010

APTECH Delhi.

COMPUTER 'O' LEVEL DIPLOMA / 2008-2009

MACTAS Delhi.



Software

OPERATING SYSTEM

MS-Dos, XP, Windows 10

KNOWING SYSTEM

PC & MAC

GRAPHICS CONTENTS

Adobe Photoshop CC, Adobe Illustrator CC, Corel Draw X8, Adobe In Design CC, Adobe PageMaker CC, Microsoft-Office.



Personal Details

NAME

NARESH KASHYAP

AGE

32 Yrs.

DATE OF BIRTH

April, 17, 1987

NATIONALITY

Indian

MARITAL STATUS

Married

ADDRESS

B-1687, Jahangir Puri, Delhi-110033.

FATHER'S NAME

Sh. Balkishan (Retired From Delhi Jal Board)

PLACE :- New Delhi

NARESH KASHYAP