

PRABHJOT SINGH

Senior Graphic Design Artist | Video Editor

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Career Excellence

With 6 years of dynamic and results-driven experience, I am a skilled Graphic Designer with a flair for creative design and compelling content creation. I have collaborated with diverse global clientele, servicing both Indian & USA based organisations. Proficient in designing & video editing softwares such as Adobe Photoshop, Adobe Illustrator, Adobe After Effects and more, I have the experience of working with clients across various industries. Apparently, I have delivered projects for IT firms, Immigration sector, Hospitality & Tourism Industry as well as Healthcare sector during this designing phase.

I have honed my expertise in the Customer Value Journey, Facebook Group Posting, and understanding the intricate algorithms of social media platforms. I bring a unique blend of creativity and technical acumen to navigate the ever-evolving digital landscape. Eager to contribute my skills and expertise, I am actively seeking opportunities in an organization that values innovation, collaboration, and impactful Design & Digital strategies.

Areas of Expertise

- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Adobe Premiere Pro
- Adobe Animate
- Coreldraw Suite
- Coreldraw
- Figma
- Invision Studio
- Microsoft Powerpoint
- Canva
- Photodex Proshow Producer
- Social Media Designing
- Brand & Identity Designing
- Website Mockup Layouts
- Video Editing/Motion Graphics
- Innovative Digital Strategies
- Client Communication

Career Experience

FALCON GARDEN TOOLS PVT. LTD.

GRAPHIC DESIGN & VIDEO EDITING TEAM-LEADER | FULL-TIME

18TH JULY 2024 - PRESENT

- Lead the design team in creating high-impact visual materials including exhibition layouts, branding elements, and booth designs for national and international trade shows and expos.
- Develop product packaging designs aligned with industry trends and brand guidelines to ensure attractive and informative presentation of tools and accessories.
- Design and maintain corporate marketing collaterals such as product catalogues, flyers, banners, posters, and internal communication materials.
- Oversee end-to-end video editing and motion graphics creation for product demos, corporate videos, and digital marketing campaigns.
- Collaborate closely with the marketing team to understand project requirements, target audience, and messaging goals to deliver effective design solutions.
- Ensure consistency of brand identity across all visual outputs, including print, digital, packaging, and multimedia formats.
- Manage multiple projects simultaneously, maintaining a strong focus on detail, deadlines, and design impact.

OECC IMMIGRATIONS

GRAPHIC DESIGN & VIDEO EDITING TEAM-LEADER | FULL-TIME

2ND JUNE 2022 - 31ST MAY 2024

- Conceptualize and design compelling visual assets including brochures, logos, business cards, and website graphics that align with the brand identity and objectives of OECC Immigrations.
- Collaborate closely with the marketing team to understand project requirements, target audience, and messaging goals to deliver effective design solutions.
- Maintain brand consistency across all marketing materials by adhering to brand guidelines and standards in all design projects.
- Develop engaging social media content including videos, infographics, and animations to increase brand awareness and audience engagement across various platforms.
- Provide creative direction and guidance to junior designers and collaborate with other departments to ensure cohesive brand representation across all channels.
- Manage multiple projects simultaneously while maintaining attention to detail and meeting project objectives and deadlines.

VPRO INFOTECH PVT. LTD.

SENIOR GRAPHIC DESIGNER & VIDEO EDITOR | REMOTE

4TH JAN 2022 - 30TH MAY, 2022

- Spearheading the management of social media pages for clients, focusing on content strategy, scheduling, and engagement.
- Proactively engaging with clients to understand their design preferences, brand identity, and marketing goals. Crafting and presenting compelling proposals to prospective clients, showcasing the value of design services.
- Ensuring seamless execution of design projects by effectively delegating tasks to team members. Developing captivating sample posts and reels to showcase the potential of design services.
- Adhering to a brand-centric design philosophy, considering elements such as color schemes, brand messages, and the client's preference for modern or traditional aesthetics. Aligning designs with the brand's color theme, messaging, and stylistic preferences.

RVS MEDIA PVT. LTD.

USER INTEFACE(UI) & GRAPHIC DESIGN ARTIST | FULL-TIME

2ND DEC 2019 - 29TH NOV 2021

- Create visually appealing and user-centric website mockups, logos, prototypes, and certificates that effectively communicate brand identity and meet client requirements.
- Utilize industry-standard software including Photoshop, Illustrator, After Effects, Premiere Pro, Invision, Canva, and more to design and refine high-quality graphics and videos for various platforms.
- Collaborate closely with the web development and web design teams to translate design concepts into functional user interfaces, ensuring seamless integration of design elements and optimal user experience.
- Develop and maintain design standards, guidelines, and templates to ensure consistency and coherence across all digital assets and projects.
- Generate engaging video content for social media platforms such as Facebook, Instagram, and LinkedIn, incorporating creative storytelling techniques and visual effects to capture audience attention and drive engagement.
- Effectively communicate and collaborate with team members using collaboration tools such as Slack and Skype, ensuring smooth workflow and timely delivery of projects.
- Manage multiple projects simultaneously, prioritize tasks, and adhere to project timelines and deadlines while maintaining attention to detail and quality standards.
- Stay updated on emerging design trends, technologies, and best practices to continually improve skills and stay ahead of industry developments.

VISMAAD LABS(A DESIGNING FIRM)

GRAPHIC DESIGNER & VIDEO EDITOR | FULL-TIME

1ST JUNE 2018 - 9TH NOV 2019

- Design visually appealing & engaging social media graphics for clients across various industries including IT, Study abroad, Education, Healthcare, and Anti-drug campaigns, ensuring alignment with each client's brand identity and objectives.
- Utilize industry-leading software such as Photoshop, Illustrator, After Effects, and Premiere Pro to create high-quality graphics and videos that effectively communicate client messages and resonate with target audiences.
- Collaborate closely with clients and internal teams to understand project requirements, target demographics, and messaging goals, providing creative solutions that meet or exceed client expectations.
- Adapt design styles and approaches to suit the unique needs and preferences of each client, demonstrating versatility and flexibility in design execution.
- Coordinate with copywriters, marketers, and other team members to ensure cohesive integration of visual and written content across social media platforms.
- Provide regular updates and progress reports to clients, soliciting feedback and making revisions as necessary to ensure client satisfaction and project success.
- Collaborate with international clients and multicultural teams, demonstrating cultural sensitivity and adaptability in communication and design strategies.

JUNIOR GRAPHIC DESIGNER | FULL-TIME

21ST NOV 2016 - 20TH OCT 2017

- Collaborate with senior designers and project managers to conceptualize and create engaging social media graphics for clients across diverse industries, including IT, study abroad, and education, while adhering to brand guidelines and client requirements.
- Utilize design software such as Photoshop, Illustrator, and CorelDRAW to develop visually compelling graphics optimized for various social media platforms, including Facebook, Instagram, and LinkedIn.
- Participate in design briefings and meetings with clients and internal teams to gain insights into project objectives, target audiences, and desired outcomes.
- Work closely with senior team members to implement feedback and revisions, refining designs to meet client expectations and project goals.
- Stay informed about emerging design trends, techniques, and tools to enhance skills and contribute fresh ideas to design projects.
- Communicate effectively with team members and seniors, providing updates on project progress, seeking guidance when needed, and collaborating to achieve project milestones and deadlines.

FOTOGRAFIK ENTERPRISES PVT. LTD.

DIGITAL RETOUCHING ARTIST | FULL-TIME

AUG 2016 - 31ST OCT 2016

- Execute high-quality digital retouching of product photographs, including jewelry, bags, shoes, and other items, to enhance visual appeal and meet the standards of E-commerce platforms such as Amazon and Gilt USA.
- Utilize advanced Photoshop techniques to clean, color correct, and enhance images, ensuring accurate representation of product details, textures, and colors while maintaining consistency with brand guidelines and industry standards.
- Perform detailed retouching tasks such as removing blemishes, adjusting lighting and shadows, refining product edges, and enhancing product features to create polished and professional images that drive sales and engagement.
- Maintain organized file management and workflow processes to efficiently handle large volumes of images, prioritize tasks, and meet project deadlines in a fast-paced production environment.

ECLERX SERVICES LIMITED

ANALYST | FULL-TIME

8TH FEB 2016 - 3RD MAY 2016

- Provide prompt and professional chat support to customers of Comcast(partner firm of eClerx), a global media, internet, and technology company, assisting them with inquiries, technical issues, and service-related concerns.
- Utilize comprehensive product knowledge and training received during the initial 15-day training period at eClerx to effectively troubleshoot and resolve customer issues related to internet connectivity, technology setup, billing inquiries, and more.
- Engage with customers in a courteous and empathetic manner, actively listening to their concerns, asking clarifying questions, and providing clear and accurate solutions and recommendations to meet their needs and expectations.
- Adhere to established service level agreements (SLAs), quality standards, and compliance requirements while managing multiple chat conversations simultaneously, ensuring timely responses, resolution, and follow-up on customer inquiries and issues.

CONCENTRIX DAKSH SERVICES INDIA PVT. LTD.

OPERATIONS EXECUTIVE | FULL-TIME

16TH MARCH 2015 - 15TH DEC 2015

- Provide exceptional telephonic support to customers who have booked travel packages through MakeMyTrip, addressing inquiries, resolving issues, and offering assistance with travel arrangements, package-related concerns, and ticketing matters.
- Utilize comprehensive training received during the initial 20-day training period at Concentrix to demonstrate expert knowledge of MakeMyTrip's products, services, and policies, ensuring accurate and efficient resolution of customer queries and issues.
- Navigate and utilize tools such as Amadeus for booking tickets, managing reservations, and accessing travel-related information, leveraging technology to enhance the customer support experience and facilitate seamless travel arrangements.
- Demonstrate empathy, patience, and professionalism when interacting with customers, actively listening to their concerns, empathizing with their situations, and providing personalized solutions and recommendations to meet their individual needs and preferences.
- Maintain accurate and detailed records of customer interactions, inquiries, and resolutions using CRM systems and tools such as Outlook, ensuring thorough documentation and effective communication of customer feedback and insights to relevant stakeholders.

Educational Background

- **Masters of Science - IT(Information Technology) in Computer Applications Stream(M.Sc IT)**
Distance Education | Lovely Professional University | Session Dec 2020 - Jan 2022
- **Bachelors of Science in Multimedia Stream(B.Sc. MM)**
OXL School of Multimedia | Punjab Technical University | Session Dec 2010 - Dec 2013
- **High School Education(XII - Commerce)**
RS Model Senior Secondary School | Punjab School Education Board | Session April 2005 - March 2006

References

- Will be furnished upon request.

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