

Nithin C A

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Senior Graphic designer/Visualizer with 9 years of invaluable hands-on experience in designing B2B and B2C products across diverse design platforms for domestic and international clients. Skilled in Graphic Design, UX/UI design, Game Layout design, Website design, Campaign Creatives, Print and Digital collateral, Product Package design, VR and AR interface designs, 3d designs and visuals. Design experience in various industries including Health Care, AI, Education, Social Media, Consumer electronics, Communications, Transportation, Real estate, Entertainment, Automotive, Textile Footwear, Banking, E-commerce.

Work Experience

Senior Graphic Designer

August 2022 to May 2023

3D 360 Extended Reality Technologies: A global digital creative tech studio specializing in AR, VR, interactive videos, games, and more.

- Created interactive user interface and visuals for Web Augmented Reality and Virtual Reality based games.
- Designed layouts, templates for interactive 3d games.
- Developed 2D and 3D Visuals for games.
- Created 3D models for Augmented Reality and Virtual reality games.
- Interactive UI for VR in Meta Quest 1 and 2.

Senior Graphic Designer

July 2015 to July 2022

AliveNow: A Global technology studio building immersive experiences in Augmented Reality, Virtual Reality, Generative AI, Instagram Snapchat, Facebook filters, TikTok Augmented Reality, and Web AR.

- Created visuals and designs based on the requirements by engaging in discussions with clients.
- Designed interactive Web AR experiences for Microsoft, Lenovo and ITC.
- Conceptualized campaign oriented 2d games for mobile brands like Nokia, Motorola, Oppo, Redmi.
- Collaborated with creative copywriters and creative director to produce final design.
- Designed many in-app 2d games and face filters for Facebook and Instagram.
- Created Google ads and Facebook posts for domestic and international clients.
- Collaborated with creative copywriters and creative director to produce final design.
- Conceptualized Branding, Visual Identity for domestic clients.
- Designed creatives for various media including Prints and digital platforms.
- Contributed to the creation of visually compelling reports and presentations for high profile clients.

Senior Graphic Designer

March 2014 to July 2015

Enthusionz: A full service marketing communications agency at the forefront of the digital revolution.

- Trained and mentored a team of 5 designers (of various expertise) ensuring high standard of graphic visuals across all digital media.
- Created 1000+ social media posts and google ads for nation wide clients including, Prestige, Wipro, Infosys and numerous real-estate clients.
- Developed creative advertising content for various collaterals, including, catalogs, menus, business cards, flyers, posters, t-shirts, and product packaging while ensuring maximum brand awareness among the target audience/market.
- Designed Facebook posts and Google ads for corporate and individual clients.
- Revamped the brands with a new look and feel through branding and visual identity.
- Developed sketches, diagrams, illustrations, and layouts to express design ideas.

Education

Degree of Bachelor of Arts | 2012
(Animation and Graphic Design)

Mahatma Gandhi University
Kottayam, Kerala, India

Skills

Design: Graphic Design, Visual Design, Illustration, Mentoring, Storyboarding, Brainstorming, Ideation, Focus Map, Interaction design, User research, Usability testing, Wireframes, Task flows, Visual design, Prototyping, Motion Design, Video creation

Tools: Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Lightroom, Adobe XD, Figma, Sketch, Framer, 3ds Max, Blender

Strengths

Problem Solving: Excel at identifying and solving complex problems in visuals, resulting in efficient workflow to deliver quality outputs.

Creativity: Out of box thinking allows me to find innovative approach to the colors and visuals to capture audience's attention.

Detail Oriented: Maintained high attention to the detail in all design phases, reducing production revisions by 40%.

Prioritization and Team Management: As a lead, always integrate various prioritization frameworks into the team work flow. The involvement of each member is based on their passion and experience. Thus ensuring that the people who are most passionate about a given project always get the opportunity to work on it.