



## RAVI SHANKAR

Graphic & Visual Designer

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Linkedin | Behance Link | Creative Works Link

### SUMMARY

Creative Graphic & Visual Designer with 3+ years of experience leveraging AI tools to produce high-impact marketing creatives for B2B and D2C audiences. Proven ability to conceptualize and design social media campaigns, promotional graphics, and video content, while ensuring strict brand guideline adherence. Skilled in Adobe Creative Suite and AI-powered design platforms, adept at optimizing workflows and enhancing visual content for digital platforms. Eager to contribute to SureBright's AI-native vision by delivering fast, polished, and conversion-focused creative assets.

### SKILLS

Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Premiere Pro, Motion Graphics, Video Editing, Social Media Design, Brand Identity Design, UI Visual Design, Digital Marketing Creatives, Visual Storytelling, Generative AI Tools (ChatGPT, Adobe Firefly, Midjourney), AI Image Generation & Creative Enhancement, Short-form Video, Startup Experience

### WORK EXPERIENCE

#### Graphic & Visual Designer | Baheri Media Private Limited

01/2025 - Present, Bhopal

- Generate high-quality digital marketing creatives that adhere strictly to brand guidelines.
- Administer visual content across LinkedIn, Instagram, Facebook, and YouTube platforms.
- Conceptualize and design social media campaigns, promotional graphics, reels, and video content.
- Leverage AI-powered tools to ideate creative concepts, refine visuals, and optimize workflows.
- Produce AI-assisted imagery and assets for impactful digital marketing campaigns.

#### Graphic Designer | CRM Landing Software Pvt. Ltd.

10/2022 - 12/2024, Ajmer

- Produced social media creatives, marketing assets, and comprehensive digital campaigns.
- Crafted product demonstration videos utilizing Adobe Premiere Pro and After Effects.
- Developed dynamic motion graphics and animated content for various promotional initiatives.
- Designed intuitive UI layouts and enhanced visual consistency for internal web platforms.
- Collaborated effectively with cross-functional marketing and development teams.

#### Graphic Designer Intern | OVS Learning

07/2022 - 08/2022, Ajmer

- Generated initial design concepts and acquired practical digital design workflow proficiencies.

### EDUCATION

#### Bachelor of Arts | Maharshi Dayanand Saraswati University

01/2018 - 12/2021, Ajmer

#### Senior Secondary | St. Joseph Bal Niketan Sr. Sec. School, Ajmer

2016- 2017, Ajmer

### LANGUAGES

Hindi

English