

# KRITIKA SRIVASTAVA

## GRAPHIC DESIGNER

Dynamic and creative graphic designer with a passion for crafting visually stunning designs. With a strong foundation in design principles and a keen attention to detail. I thrive in team environments, leveraging effective communication skills to bring ideas to life. Dedicated to delivering exceptional results and exceeding client expectations



## CONTACT

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Mumbai, Maharashtra

August 1, 1997

## TECHNICAL SKILLS

- Figma
- After Effects
- Dimension
- Cinema 4d
- Photoshop
- Illustrator
- Indesign
- Miro



## STRENGTHS



- Creative thinking
- Time management
- Team player
- Technical proficiency
- Flexibility and openness to feedback
- Strong visual aesthetics
- Conceptual thinking

## CERTIFICATES



- Sustainability in 21st Century
- Getting started in User Experience
- Figma for UX Design
- UX Design: 2 Analysing User Data with LinkenIn Learning

## EXPERIENCE

### The go2 market company

FEB 24 -PRESENT

#### Creative Head

- Maintain a cohesive visual style and brand identity across all design outputs, working closely with marketing, product, and development teams to ensure design solutions meet business and user needs.
- Provide guidance, feedback, and support to junior team members to help develop their skills and ensure high-quality work, create and implement innovative design ideas and strategies that align with project goals and client expectations.
- Ensure all design work adheres to established brand guidelines and standards to maintain a consistent brand image.

### Esskay CompuserVICES Pvt Ltd

SEP 23 -FEB 24

#### Graphic Designer

- Develop and implement design strategies aligned with organisational goals, conduct market research to stay informed about industry trends and competitor activities.
- Present design concepts and strategies to both internal stakeholders and clients.
- Collaborate with marketing teams to align design efforts with brand messaging.

### Vertices Partners

FEB 23 - AUG 23

#### Graphic Designer and Corporate Communication

- Worked for FICCI FLO Mumbai, G20, and G20Empower to create visually appealing graphics for social media platforms, banners, and backdrops.
- Collaborated with cross-functional teams, including marketing and communications, to understand their requirements and deliver graphics that met their objectives.

### The Mould Story

JULY 22- JAN 23

#### Graphic Designer/UX Designer/Social Media Head

- Designed various marketing programs (print materials, brochures, presentations) ensuring that the company's requirements are met.
- Responsible for digital marketing campaigns which included SEO & SEM via organic marketing and revenue generation via for the organization.

### Decrypton

FEB 2021-JUNE 22

Internship as a Graphic Designer

## EDUCATION



Torrens University,  
Australia

SEPT 20-SEPT 21

Bachelors in Design

Pearl Academy,  
Mumbai

JULY 2017-APRIL 20

Advanced Diploma in  
Product and Lifestyle Design