

# JYOTI NAIK

## Lead Creative

*I am a designer who brings vision to life*

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**Portfolio Link:** [www.behance.net/jyotin09](https://www.behance.net/jyotin09)

## Personal Detail

Creative and results-driven Graphic Designer and Brand Visualizer with **13+ years of experience** leading high-impact design and branding projects across industries. Proven ability to build visual narratives that drive engagement, elevate brand presence, and support business growth. Strong leadership, project management, and communication skills—adept at managing teams, delivering under tight deadlines, and maintaining design excellence.

## Core Competencies

Brand Identity & Positioning	UI/UX Basics & Prototyping
Print & Digital Design	Project & Team Management
Creative Direction & Leadership	Cross-functional Collaboration
Campaign Conceptualization	Vendor & Production Coordination
Marketing & Sales Collateral	Packaging design

## Experience

### GM Fabric Pvt Ltd / Head Graphic Designer

June 2024 - Present

- Leading design direction for catalogues, social media, print, and exhibition collaterals.
- Managing a team of designers, ensuring quality control, mentoring, and on-time delivery.
- Working closely with marketing to align visual content with brand goals.

### Repos Energy / Associate Lead Graphic Designer

Nov 2023 - April 2024, Pune

- Directed brand visuals across campaigns, social media, and product design.
- Collaborated with sales and marketing teams to unify brand messaging.
- Mentored junior designers and improved output quality through creative reviews.

### Extramarks Education India / Senior Graphic Designer

Mar 2022 - July 2023, Mumbai

- Developed BTL and ATL creatives, event designs, and digital assets.
- Managed vendor relations and optimized print production budgets.
- Played a key role in internal and external campaign executions.

### **One More Agency / Lead Graphic Designer**

Sep 2020 - Feb 2022, Mumbai

- Led design planning and execution for branding and corporate events.
- Initiated UI/UX project integration and developed responsive creatives.
- Handled client branding assets end-to-end from concept to final output.

### **Epoch World / Graphic Designer - Manager**

Jan 2019 - July 2020, Pune

- Led design for major events, ensuring timely execution of branding needs.
- Produced dynamic visuals for both traditional and digital platforms

### **Inextis Events / Sr.Graphic Designer**

May 2017 - May 2018, Mumbai

- Delivered client-centric branding collaterals and print campaigns.
- Ensured consistent creative output while managing design operations.

### **Only About Dreams / Sr. Visualizer**

Feb 2015 - April 2017, Mumbai

- Conducted design research and trend analysis to ensure fresh, industry-relevant concepts.
- Collaborated closely with creative teams to develop innovative solutions and ideas.
- Managed project timelines and maintained ongoing client communication to ensure feedback integration and project success.

### **The Web Studio / Graphic & Web Designer**

Feb 2014 - Jan 2015, Mumbai

- Designed branding and promotional materials, including logos, business cards, and digital assets for a diverse clientele.
- Delivered visually engaging work through Adobe Creative Suite, consistently adhering to brand standards and client requirements.

### **Bricks To Mansions / Graphic & Web Designer**

Feb 2012 - Jan 2014, Mumbai

- Developed a broad range of graphic assets such as logos, stationery, and promotional materials across multiple industries.
- Utilized Photoshop, Illustrator, and CorelDRAW to craft compelling visual identities in alignment with client goals and branding.

Software Skills



Education



**D.Y. Patil / MBA Marketing Management**

June 2021 - Oct 2023, Pune

**Operating Media / Digital Marketing**

2016, Mumbai

**Arena Animation / 3D Animation**

Dec 2013, Mumbai

**Gokhale Education / B.Com Account & Finance**

June 2009 - March 2010, Mumbai University

**Gokhale Education / HSC**

June 2006 - March 2007, Mumbai University

**Vidhya Mandir / SSC**

June 2006 - Feb 2005, Mumbai University



Awards



**High Flier Award** – Value leadership recognition

**Execution Excellence** – For commitment and performance

**HPCL OD&E Certificate of Appreciation** – 2017–18 project