





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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-  ksrivastava749@gmail.com
-  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

Graphic Designer

- 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.

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FEB 2021-JUNE 22

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