

MAYUR BANKAR

SR.VISUAL DESIGNER

A passionate and experienced creative professional with over 4 years in digital media and visual design. Adept at delivering diverse design projects that align with business objectives across various mediums. Proficient in design software and committed to crafting imaginative, impactful visuals that adhere to brand identity and organizational standards. By leveraging market insights and creative acumen, I ensure designs resonate with current trends and organizational goals. Thriving in dynamic environments, I am driven by opportunities to learn, grow, and make a significant impact in the design world.

CONTACT

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KEY SKILLS

- Visual Design Expertise
- Advertising Campaigns
- Typography & Sketching
- Art Direction
- Corporate Branding & Identity
- Microsoft PowerPoint Presentations
- AI-Driven Design Transformations
- Proficiency in Design Tools: Photoshop, Illustrator, InDesign, Figma

PROFESSIONAL EXPERIENCE

Sr. Visual Designer - Turtlemint, Mumbai 2023 (Current)

- Created impactful social media and Acquisition creatives that directly contributed to sales growth.
- Delivered quality design solutions within strict timeframes.
- Took initiative to ensure project independence and seamless execution.
- Thrived in a fast-paced environment while managing tight deadlines.
- Championed organizational standards in visual design and brand representation.

Visual Designer - Cogoport, Mumbai (Dec 2021 – Feb 2023)

- Designed mobile-friendly visuals across multiple platforms.
- Led the creation of conceptual campaigns for diverse brands.
- Delivered market-aligned social media creatives to enhance engagement.
- Presented mockups to clients and collected actionable feedback.

Graphic Designer - Loan Funda, Mumbai (Jul 2021 – Dec 2021)

- Crafted social media creatives tailored to market trends.
- Designed mobile-optimized graphics for various platforms.
- Demonstrated strong teamwork and independent working skills.

NOTABLE PROJECTS

- Turtlemint **BharoseKiJodi** Brand Campaign
- Turtlemint **FutureKaInsurance** Brand Campaign
- Turtlemint **StartupMahotsav** Campaign (Field Lead Generation Campaign)
- Turtlemint **StartupLeague** Acquisition Campaign (Field Lead Generation)
- **Turtlemint Store** (E-commerce Website)
- Cogoport **QR Scanner Digital** Campaign (Lead Generation Campaign)

BRANDS WORKED ON

FMCG: Moj, Balaji Wafers, Raw Pressery (freelance)

Infrastructure: Sudhanshu Infrastructures Pvt. Ltd.

Product-Based: Turtlemint, Cogoport, Loan Funda Pvt. Ltd.

SOFTWARE EXPERTISE

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|-------------|-------|----------------------|-------|
| Photoshop | ★★★★★ | InDesign | ★★★★☆ |
| Illustrator | ★★★★★ | Microsoft Powerpoint | ★★★★☆ |
| Figma | ★★★★☆ | Canva | ★★★★☆ |

EDUCATION

- **Bachelor of Arts in Commercial Arts & Advertising**
L.S. Raheja School of Arts, Mumbai (2019 – 2021)
 - **H.S.C. in Business/Commerce**
Smt. L.R.T Commerce College (2017 – 2019)
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CERTIFICATIONS & ACHIEVEMENTS

- NinjaTurtle "Productivity" Award – Turtlemint (2023)
 - Cogoport All-Star Award – Cogoport (2022)
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INTERESTS & ADDITIONAL INFORMATION

- Passionate about visual storytelling and emerging design trends.
- Skilled at integrating creativity with business objectives for impactful campaigns.
- Continuously learning and exploring new tools to enhance design output.