



CREATIVE & CONCEPTUAL SKILLS

- Visual Storytelling & Branding
- Typography, Color Theory & Composition
- 3D Asset Modeling (Basic – Maya 3D)
- Brand Identity Systems
- Concept Development & Art Direction



TECH & TOOLS

- Adobe Photoshop, Illustrator, InDesign
- Premiere Pro, After Effect
- MidJourney, Adobe Firefly, ChatGPT (AI-based Visualisation Tools)
- CorelDRAW, MS-Office
- Maya 3D (optional)



EDUCATION

- F. Y. B.com - 2023
Mumbai University
- AAIIP VFX - 2022
Arena Animation, Andheri
- HSC - 2017
Viva Collage, Virar
- SSC - 2015
A. V. S. Vidyamandir, Virar



Portfolio Highlights

- Designed full-stack website UI/UX for Ankam Play Systems, improving navigation clarity and reducing bounce rate.
- Stall & Artworks Designs in Exhibition in Dubai, DEAL 2022
- Working With a SSIZ International
- Working in Akruti International Film Festival (AIFF)

PRATHMESH DALVI

Senior Graphic Designer

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PROFESSIONAL SUMMARY

Creative and detail-driven Senior Creative Visualiser with 7+ years of experience crafting compelling visual content for leading digital campaigns. Proven track record in brand storytelling, digital product visuals, and 360° campaign design across global markets. Passionate about fusing design innovation with strategy to elevate user engagement and brand equity.



WORK HISTORY

Experience Commerce - Sr. Digital Designer

Andheri, August 2023 - Current

- Directed internal creative teams in concept development, layout structuring, and final artwork delivery.
- Utilized Adobe After Effects and Photoshop for animated posts and micro-videos.

Tree Communication - Sr. Visualiser

Andheri, May 2022 - June 2023

- Revamped 5+ brand identities, leading to more cohesive digital presence and improving client campaign approval rate by 30%
- Mentored 2 junior designers and introduced After Effect as a collaborative tool for the creative team.

Ankam Play Systems Pvt. Ltd. - Sr. Graphic Designer

Andheri, March 2021 - May 2022

- Developed high-impact presentation visuals for the DEAL 2022 Expo in Dubai, helping win client approval for key UAE-based projects.
- Directed internal creative teams in concept development, layout structuring, and final artwork delivery.

Mediacare 360° Brand Solution - Sr. Graphic Designer

Santa Cruz, September 2019 - April 2020

- Balanced creative innovation with brand consistency across multiple deliverables.
- Developed sleek, modern design concepts for digital-first campaigns across fintech, education, and FMCG verticals.

Turmeric Earth Art Projects - Graphic Designer

Goregaon, August 2018 - September 2019

- Delivered polished, high-end product visuals through advanced retouching, increasing catalog print quality and perceived product value.