

VINAYEK SARAVANAN

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Chennai, India

SUMMARY

- A curious and driven self-taught graphic designer with a bachelors education in business.
- Highly intrigued by and interested in the field of experience design and hence seeking to pursue an innovative masters degree in the same.
- Looking to gain a fulfilled and holistic learning experience through invaluable knowledge from industry experts, a community of like-minded individuals and collaborations with professionals from complementary fields.

PROFESSIONAL EXPERIENCE

Sep 2020 -
Present

FREELANCE DESIGNER | BRANDING & GRAPHIC COMMUNICATION

- Spearheading the process of designing graphic assets for marketing campaigns, brand identities, visual systems and print & digital media for over 20 clients from 6 countries over a span of 15 months.
- Providing graphic design services for clients in the technology, real estate & finance sectors as well as SMEs & individuals
- Handling management aspects of the process such as building proposals, budgeting, hiring additional help, accounting & invoicing.

Dec 2019 -
Sep 2020

CREATIVE HEAD | WHITE LOTUS DIGITAL

White Lotus Digital is a digital marketing agency, helping businesses leverage the power of online media & performance marketing to attain business objectives.

- Led a team of 3 visual designers and provided the creative direction for a complete array of visual assets for online & offline marketing campaigns.
- Worked in tandem with the strategy head and handled over 22 clients in the healthcare, food & beverage, e-commerce, finance, retail & SME sectors.
- Conducted the outreach, pitch and onboarding of 2 clients that brought in a revenue of INR 6 Lakhs over the course of 10 months.

Aug 2018 -
Dec 2019

FOUNDER | SEVENTYTHREE MARKETING

SeventyThree Marketing is an agency focused on helping small businesses initiate an online presence through creative visual depictions & social media advertising with the motive of boosting brand image and therefore, revenue.

- Founded this business at the age of 18 with a long-time friend
- Ideated and executed social media marketing campaigns and sales funnel creation for 5 small businesses to gain local brand recognition and revenue.
- Created & managed social media pages for said clients and built a combined community of 2000 followers.

EDUCATION

BACHELOR OF COMMERCE (HONOURS) | GPA 7.8

DG Vaishnav College,
University of Madras, Chennai,
India

2017 - 2020

ALL INDIA SENIOR SCHOOL CERTIFICATE EXAMINATION (CBSE) | 95.6% SCORE

The Velammal International
School, Chennai, India

2016 - 2017

KEY COMPETENCIES

- Entrepreneurial Skills
- Logical Thinking
- Design Aptitude
- Communication Skills
- High Agency Mindset
- Adaptability

DESIGN CERTIFICATIONS

May 2019 -
Nov 2019

ADVANCED UI UX DESIGN PROGRAM | ASPIRA DESIGN ACADEMY

Undertaken by one of the top UX agencies in Chennai, India - An activity-based training course covering topics such as Design thinking, User research, Ideation, Prototyping, Visual design & Usability testing. The course ended with the completion of a UI/UX project based on above learnings.

Aug 2019 -
Oct 2019

HUMAN-COMPUTER INTERACTIONS | INDRAPRASTHA INSTITUTE OF INFORMATION TECHNOLOGY | 75% SCORE

Facilitated by the National Programme on Technology Enhanced Learning, this online learning course covered important topics of HCI while conducting assignments that involved real-world analysis & application of these topics. The course ended with an in-person certification exam.

TECH SKILLS

Adobe Graphic Design Suite

Adobe XD

Adobe After Effects

MS & Apple Office Suite

Wordpress

Facebook Advertising

INTERNSHIPS & WORKSHOPS

Jan 2020

UX WORKSHOP | DESIGN SPRINT FOR AN E-MOBILITY SERVICE/APP

A design sprint spanning 7 days conducted at Aspira Design Academy. The focus was on ideating for an e-mobility service that would solve problems in the existing market while paving the way for a cleaner future.

- Carried out in-depth research on existing markets and services.
- Contributed to identifying problems, ideating solutions and incorporating them efficiently into user flows with an aim to create a meaningful user experience.

Oct 2019

MARKETING & GRAPHIC DESIGN INTERN | CHAI KINGS (BON FRESH FOODS)

Chai Kings (a brand by Bon Fresh Foods) is a modern tea brand that's rewriting the culture of drinking tea in South India by providing a more hygienic, efficient alternative along with a more meaningful customer experience.

- Worked in tandem with the core marketing team and designed graphic assets that supported their campaigns.
- Contributed ideas in brainstorming sessions for an outlet launch campaign, few of which were developed and executed.

EXTRA-CURRICULAR EXPERIENCE

University

CREATIVE & TECHNICAL HEAD | STUDENT'S ASSOCIATION (DEPARTMENT OF COMMERCE)

Led a team of students, planning and executing the technical aspects of events conducted by the commerce department. Was also responsible for spreading the word of such events by designing posters, social media posts and other assets.

School

INTERNATIONAL & NATIONAL MEDAL WINNING SWIMMER

Won numerous medals at the 50m & 100m freestyle events at south-zone and national level school games for 3 consecutive years. Won a bronze medal at an international invitational swimming meet at Malaysia. Was captain of the school swimming team for 3 years and was also appointed as the school's sports secretary.