

Through hard work and hands-on experience, I've built solid technical knowledge and skills across graphic design, visual media, illustration, and signwriting. I'm a competent, creative thinker who's comfortable coming up with ideas on the fly, and problem-solving is where I really shine, especially when working with limited resources. I'm a team player who brings fresh ideas to the table, and I use my software and industry knowledge to find the best possible outcome for any project.

Education

Post Graduate Diploma in Visual Arts

Dunedin School of Arts
Dunedin, Otago
2019 - 2020

Master of Graphic Design

St Joseph College of
Communication
Kerala, India
2015 - 2017

Bachelor of English Literature

St Berchman's College
Kerala, India
2012 - 2015

Tenure

Graphic Designer

Vital Signs
(Invercargill, Southland, NZ)
2025-2026

Vital Signs is an award winning signwriting company with 25 years of industry experience.

Softwares and Tools learned at the job include:

Mimaki UV & Flatbed Printer UI
HP 300 Printer UI
AI Tools - Adobe Firefly,
Notion Project/Time Tracking tool
Trello Project Management tool

Experience

Signage & Decals

-Designed graphics for and not limited to:

- Building Signages and Billboards
- Fleet vehicle graphics (vans, trucks, other maintenance vehicles etc)
- Trucks, Trailers, Caravans drop graphics .
- Commercial vehicle graphics.
- Boat and Water-taxi graphics.
- Window graphics and frosting
- Outdoor business signages (flags, banners, footpath signs, canopies, fence meshes etc.)
- Lightbox Graphics
- Wall Graphics
- Tshirt and Workwear graphics
- Stationery Graphics (Business Cards, Brochures, Front of business signage etc)
- Resin domed badges, laminated sticker graphics

Soft Skills

-Managed front of desk communication with customers
-Communicated directly with product/material vendors

Responsibilities

-Created custom logos and design concepts for thousands of NZ businesses, including major names like HWR, Macaulays, and Transport World.
-Operated large-format printing equipment, including a flatbed printer, as part of daily production work.
-Printed and applied graphics across a range of substrates such as ACM, Corflute, Paylite, Acrylic, and more.
-Handled prep and packaging, staying on top of material care so finished graphics arrived intact. This also deepened my understanding of the different print medias the graphics get printed onto and their measurement specs.

Customer Relations

-Worked directly with customers to ensure clear communication, which further improved my customer relation skills.

Tenure

Graphic Designer/Illustrator **Koarse Graphics Ltd** **(Dunedin, Otago)** **2021-2025**

Primarily operating as a Motocross Custom Graphics design brand, they also specialize in apparel and signage designs. During my 4 years as a Graphic Designer and Illustrator, I got to contribute to a variety of projects and honed a diverse skill set.

Softwares and Tools learned at the job include:

E-Cut
R.I.P Caldera
Elementor Pro
Adobe Dimension

Experience

Signage & Decals

- Designed graphics for signage and vehicle decals
- Operated large format Roland printers and cutters
- Learned the Caldera operating system for Roland printers.

Garment Graphics

- Created t-shirt designs for Koarse and the Motocross Coaching Club
- Gained experience in heat pressing and direct printing.

Client Work

- Designed custom logos and produced trophies for events, showcasing versatility in meeting diverse client needs.

UI/UX & Website Design

- Contributed to the company's website design and user interface design, enhancing the company's online presence.

Social Media Management

- Created, curated, and scheduled social media posts tailored for various platforms.
- Designed engaging visuals, video edits, and basic motion graphics to promote products effectively.

Customer Relations

- Strengthened client communication and customer service skills, ensuring satisfaction and repeat business.

Soft Skills

- Significantly improved vocabulary, public speaking, and interpersonal communication through interactions with clients and team collaboration.

Graphic Designer **Brandmills** **(Kerala)** **2018**

Brandmills, a studio specializing in Brand Identity design, provided me with invaluable experience during my time as a short-term employee.

Conceptualization Skills

- Refined conceptualization skills by focusing exclusively on brand identity designs, working on projects with extended timelines compared to the fast-paced, quick-turnaround environment of my previous role.

Creative Branding Projects

- The extended deadlines, allowed for greater creative control and deeper design exploration, especially in this new design environment with diverse branding projects and open-minded clients.

Junior Graphic Designer **Wowmakers** **(Kerala)** **2017-2018**

Wowmakers was an explainer video company specializing in animated video production, known for its impressive client roster and industry expertise.

Softwares and Tools learned at the job include:

Adobe Illustrator
Adobe Photoshop

Design Contributions

- Worked on Brand Identity design projects for well over 15 companies.
- Produced digital artworks and designs for advertisements and promotional materials.
- Got to work for major companies like the Startup Village, Kochi Metro, CUMI etc

Time Management Skills

- Developed my time management skills by working in a fast-paced environment and with a creative team focused primarily on animated explainer videos.

Tenure

Freelance Graphic Design

Freelancing gives me the chance to take on creative challenges outside my full-time role which is a nice change of pace during the week. It's also a great way to upskill in areas I don't always get to focus on in my day job.

Softwares and Tools learned at the job include:

Framer
Rive
Cavalry
Adobe After Effects
Adobe Premier
Claude

Experience

Design Responsibilities

-Freelance work mostly involves illustration and video editing which are skills I don't always get to use day-to-day as a graphic designer, so freelancing helps me stay sharp in these areas while still working within a design brief.

-Worked with clients that lined up with my own interests, including emerging and established artists, rock bands, and more

Project Management Skills

-Built stronger project management skills by taking sole responsibility for juggling multiple design jobs at once.

Conceptualization Skills

-Sharpened my conceptualization skills by thinking outside the box and experimenting with design language, especially with the added creative control freelance work gives me.

Software Skills

Design & Layout

Adobe Illustrator
Adobe Indesign

Illustration & Photo Editing

Adobe Photoshop
Adobe Lightroom
Procreate

VFX, Motion Graphics & Editing

Adobe After Effects
Adobe Premier
Cavalry

Online design tools

Canva

3D Tools

Blender
Adobe Dimension

UI/UX Design

Framer
Figma
Rive
Elementor Pro
Material.io

AI Tools

Adobe firefly
Freepik AI
Claude

Portfolio website:

www.paddybirddesign.com

*References available upon request