

Vaibhav Yadav

Portfolio

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Chandigarh, India

Skills

- **Design:** Logo Design, Visual Identity Design, Graphic Design
- **Tools:** Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Premiere Pro, Figma
- **Process:** Brand Strategy Foundations, Competitor & Industry Analysis, Brand Positioning

Experience

Sportskeeda	Graphic Designer Contract	Jan 22 - Current
<ul style="list-style-type: none">• Design social media content for Anime and Pop Culture, boosting engagement by 25%.• Craft standout thumbnails for over 500 anime articles using Photoshop skills.		
Aeropost	Graphic Designer Full Time	Feb 23 - June 23
<ul style="list-style-type: none">• Designed marketing materials like print ads and email banners, driving a 15% uptick in customer engagement.		
Arting Out Loud	Visual Designer Full Time	Dec 22 - March 23
<ul style="list-style-type: none">• Shaped brand identities for diverse clients, contributing to a 20% revenue boost on average.• Interned in March 2022, spicing up the brand with fresh social media and billboard designs.		
NonStop IO	Graphic Designer Intern	May 22 - July 22
<ul style="list-style-type: none">• Revamped the brand's look and feel, earning a 30% better rating in customer surveys.• Teamed up for a U.S. campaign, creating viral social media posters with over 1000 interactions.		
Feelpixel	Graphic Designer Intern	June 22 - July 22
<ul style="list-style-type: none">• Improved user experience while collaborating with UI/UX designers through cohesive graphics.• Crafted over 100 custom icons and illustrations that became the face of a client's website.		

Education

Bachelors of Engineering, Chandigarh University

7.41 CGPA | 07/2020 - 07/2024

Projects

1. **Pickup - Energy Drink:** Spearheaded the [logo and brand identity design](#) for a energy drink company, enhancing the market presence.
2. **Spice Craft:** Orchestrated the complete [brand identity](#) for a spice company, focusing on traditional elements to resonate with the global audience.
3. **Totoroto:** Created a unique [brand and visual identity](#) for a restaurant inspired by Studio Ghibli, capturing the essence of the studio.
4. **The Falcon Fitness:** Successfully [rebranded](#) a fitness centre, focusing on modern aesthetics and a dynamic logo to attract a younger demographic.
5. **Right Knight:** Designed a compelling [logo and visual identity](#) for a B2B brand, emphasizing trust and reliability.
6. **Hash Guys:** Undertook a complete [rebranding](#) project for a F&B company, modernizing the logo and visual elements to align with industry trends.