



Pavendhan S

Sr. Graphic Designer



My Contact

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📍 Chennai

Core Competency

- Design Conceptualization
- Digital Advertising Solutions
- Marketing Collateral Designs
- Packaging Design and Customization
- PPT Presentations
- Video Editing and Motion Graphics
- UX Designs
- Image Retouching
- Industry-Specific Expertise

Tools Expertise

 **Adobe Photoshop**
★★★★★

 **Adobe Illustrator**
★★★★★

 **CorelDRAW**
★★★★★

 **Premier Pro**
★★★★★

 **After Effects**
★★★★★

 **MS PowerPoint**
★★★★★

 **Figma**
★★★★★

About Me

Experienced and versatile design professional with **9+** years in digital and creative marketing solutions. Adept at understanding client needs and delivering high-quality, on-time results. Seeking a challenging role to leverage my creative expertise, expand my design skill set, and contribute to impactful graphic and marketing solutions.

Professional Experience

DENTSU – Paragon Digital Services

2022 – Present

- Collaborated with the **Global Vendor Strategy Team (GVS)** for the client **LinkedIn**, delivering a wide range of high-quality digital assets including **banners, business presentations, video edits, newsletters, and emailers**.
- Partnered with **Amazon Advertising** to design impactful marketing materials tailored to brand guidelines and campaign objectives.
- Specialized in creating **digital advertising banners**, including pop-up ads, designed to meet precise client requirements and industry standards.
- Effectively translated client inputs and expectations into creative, on-brand designs, ensuring timely delivery of deliverables while maintaining attention to detail.
- Leveraged a strong understanding of digital marketing trends and creative principles to produce visually compelling and results-driven content.

ADSHI5.COM

2020 – 2022

- Worked with a **Digital Marketing Company** specializing in services for onsite dental hospitals and travel agencies.
- Designed and developed **social media posts, UX landing pages, and video edits** to enhance client branding and marketing campaigns.
- Collaborated closely with clients to understand their unique requirements and deliver high-quality, customized designs aligned with their objectives.
- Maintained a strong focus on timely delivery, ensuring adherence to project deadlines while meeting client expectations and quality standards.

Oriens Global Marketing Pvt Ltd

2019 – 2020

- Worked with an **Ayurveda Product Manufacturing Company** operating as a multi-level marketing organization, delivering comprehensive design solutions for marketing and branding.
- Designed a variety of **digital and print materials**, including **banners, posters, logos, flyers, brochures, and product labels**, to enhance brand visibility and customer engagement.
- Developed creative packaging designs such as product cover boxes and carton boxes to align with the brand's aesthetic and functional requirements.

Certifications

2015

Course : C-Tech
Diplomo in Creative Technology

2024

Course : Certification in Video Editing

Education Background

- Panimalar Engineering College
MCA - 80%
Completed in 2011
- S.C.P.Jain College
BCA 60%
Completed in 2008
- K.C.Sankaralinga Nadar Hr.Sec.School
HSC
Completed in 2005

Portfolio Links

https://drive.google.com/file/d/1_YSuFOcpam_8cl8e1RG8fli2Z7oK7DMC/view?usp=sharing

Williams Lea TAG

2016 – 2017

- Specialized in creating **digital advertising banners**, including pop-up ads, designed to meet precise client requirements and industry standards.
- Ensured high-quality design outputs by adhering to brand guidelines, technical specifications, and project timelines.
- Collaborated with onsite clients to understand their objectives and deliver visually engaging advertisements that drive audience engagement.

Argus Cosmetics Pvt Ltd

2014 – 2016

- Worked with a **cosmetics manufacturing company**, focusing on **branding and packaging** for flagship product “Z” Talcum Powder and Deodorant.
- Designed creative assets for the launch of a new brand, “**ICON**” Deodorant, including logo development and promotional materials.
- Specialized in **label designs, carton box customization, and packaging solutions** to enhance product appeal and align with market trends.
- Delivered innovative and high-quality designs that adhered to brand guidelines, helping establish a strong visual identity for the company’s products.

Kesar Gift Mart Pvt Ltd

2012 – 2014

- Collaborated with a **corporate gifting company** specializing in customized gifts and trophies for corporate and sports events.
- Created wire-frame artworks for precise **gift engraving**, ensuring high-quality and detailed designs tailored to client requirements.
- Designed a variety of promotional materials, including printing banners, posters, flyers, and brochures, to support marketing and branding initiatives.
- Contributed to the success of corporate and sports events by delivering creative and visually engaging design solutions on time.