

PRANESH S

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Career Objective: Versatile and results-driven Graphic Designer with 3 years of hands-on experience in creating compelling brand visuals, Amazon content, digital marketing assets, and internal communication designs. Proficient in Adobe Creative Cloud, PowerPoint, and basic HTML. Adept at delivering impactful newsletters, infographics, banners, and presentations under tight deadlines. Demonstrated excellence in collaborating with cross-functional teams, editing content, and elevating visual storytelling in global and startup environments.

EDUCATION

Dr Mahalingam College of Engineering and Technology, Pollachi
Computer Science and Engineering

2019 - 2022

WORK EXPERIENCE

Orange Sellers, Netherlands (Remote)

- **Graphic Designer – Versatile | Professional | December 2023 - Jul 2025**
Designed Enhanced Brand Content (EBC) and Amazon listing images to optimize conversion rates based on ongoing customer needs assessment.
- Delivered high-quality visual content tailored to global e-commerce standards, ensuring effective provisioning for all applications.
- Elevated brand visibility through strategic, on-brand imagery and digital design while adhering to company policy and guidelines.

Mechlae, Bangalore (Remote)

- **Graphic Designer – Multidisciplinary | Professional | September 2022 – October 2023**
Created logos, illustrations, infographics, and digital marketing assets for battery swap technology products that ensure reliability and supportability in the engineering discipline.
- Collaborated directly with clients to ensure brand consistency and clear communication by interpreting documentation guidelines.
- Supported cross-functional teams with creative assets for marketing and product presentation, including system design.

Infinity X Innovations, Bangalore (On site)

Graphic Designer – Multidisciplinary | Internship | July 2022 – August 2022

- Developed brand identity assets, including logos and UI designs, for an innovative EV startup focused on Clean Technology.
- Designed user-friendly websites and social media content to promote eco-friendly transportation solutions within the Renewable Energy sector.
- Enhanced digital presence through visual storytelling and clean design aligned with sustainability themes and Product Design.

SKILLS

Technical Skills

- Creativity
- Typography
- Color
- Layout
- Illustration

Design Software's

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe After Effects

Soft Skills

- Communication
- Management
- Collaboration

CERTIFICATIONS

- **Igniting Creative Minds – Yellow Tree Academy**
- **Fundamentals & Masterclass of Graphic Design– Udemy**

HOBBIES

 Fitness/Exercise  Gardening  Drawing  Traveling  Learning