



# Naveen Kumar

## Graphic Designer, Developer & Prepress

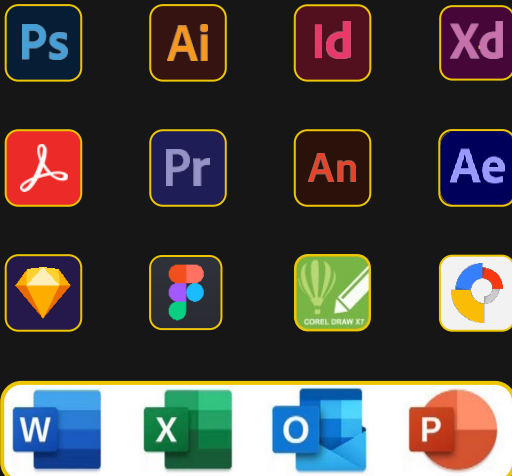


### SKILLS

- Corporate Branding
- UI/UX Design
- Presentation Designing
- Illustrations
- Website Designs
- Image manipulation
- Logo design
- Graphic design
- Digital design
- Data Analysis & Management
- Documentation
- Project Management
- Strategic Planning
- MS Office Suite
- Quality Assurance
- Research
- Production layouts
- WordPress Development
- Digital Printer Handling



### ADOBE CC & MS OFFICE TOOLS



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## INFO



## PROFESSIONAL SUMMARY



With a rich professional background spanning over 8+ years, I have cultivated expertise in UI/UX, Graphic Design, and Development, demonstrating a deep passion for crafting outstanding Mobile and Web Applications, Artwork, Branding, Infographics, Brochures, Social Media Posts, Logos, Presentation Designs, and Word Documents. My proficiency lies in creating visually striking and user-centric interfaces that enhance overall user experiences. I seamlessly blend creativity with technical acumen, delivering cutting-edge designs primarily utilizing tools such as Adobe Creative Suite (Adobe Photoshop, Adobe XD, Illustrator), Figma, and Sketch.

Throughout my career, I have consistently taken the lead in design projects, guiding them from conceptualization to execution, resulting in the establishment of robust brand identities and heightened customer engagement. I possess a natural ability to efficiently resolve production issues, ensuring the success of each project. My experience extends to managing individual projects and curating brand development collections, positioning clients ahead of the competition while adhering to internal best practices.

I have a proven track record of generating innovative concepts and ideas, delivering effective marketing materials and graphic design solutions to clients. My strength lies in maintaining brand consistency and optimizing brand presence across diverse marketing platforms, including websites. Recognized for my collaborative and results-driven approach, I contribute ideas and concepts for both on-site and offshore campaigns, aligning with corporate objectives.

As the leader of the Graphic Design team, I shoulder the responsibility of ensuring we leverage the latest technologies and workflows to meet departmental goals. My role encompasses task allocation, effective communication of creative briefs and concepts to my team, and efficient resource management to meet the rigorous criteria of all design-related projects within the business. I have a comprehensive role covering User Interfaces, Art Direction, Design, Development, and Copywriting.

On a daily basis, I maintain close communication with my team, implementing a robust quality check and performance management system. Providing leadership, motivation, and mentorship, I inspire my team to consistently achieve their best.



# WORK HISTORY

## Prepress & Graphic Designer

09/2023 to Present

### McDONALD PRINTING GROUP

Led the prepress workflow, meticulously preparing and optimizing graphic files for print production. Ensured strict adherence to print specifications, maintaining precise colour accuracy, and upholding rigorous quality standards. Produced visually captivating and impactful designs across various print materials, including brochures, flyers, and promotional items. Fostered collaboration with clients and internal teams, comprehensively understanding design requirements and delivering innovative solutions.

Leveraged proficiency in industry-standard software, including Adobe Creative Suite (InDesign, Photoshop, Illustrator), to execute tasks related to graphic design and prepress. Demonstrated precision in layout, colour correction, and image retouching, consistently delivering high-quality outputs.

Established a seamless connection between design and print production teams, actively addressing and resolving issues to ensure a smooth transition from the conceptual phase to the final print. Conducted thorough quality checks on the ultimate print files, minimizing errors, and ensuring impeccable print results.

## ASSOCIATE MANAGER - INSIGHTS

09/2022 to 03/2023

### PEPSICO GLOBAL BUSINESS

- Lead a team of graphic designers, providing mentorship, setting priorities, and ensuring timely project delivery.
- Collaborate with cross-functional teams to understand project requirements, develop creative concepts, and execute design solutions.
- Manage all aspects of design, from initial concept to final production, for a wide range of marketing materials, including web and mobile applications, branding, infographics, brochures, social media posts, logos, and presentation designs.
- Oversee quality control to ensure designs adhere to brand guidelines, maintain consistency, and optimize user experiences.
- Play a key role in fixing production issues and troubleshooting design-related challenges, ensuring smooth project workflows.
- Develop innovative concepts and ideas to deliver effective marketing materials, aligning with clients' objectives and enhancing brand identity.

## LEAD GRAPHIC DESIGNER

04/2022 to 06/2022

### DMT INNOVATION LABS | Hyderabad, Telangana

Concurrently managed several projects, controlled, creation and production of creative products by team members and outside companies. We mostly worked on infographic libraries and Power point presentations. Built and updated a library of branded images. Examined any brand-related content to see if it complied with guidelines. Created design deliverables that enhanced, stood out, and worked in line with brand and plan. Text and images that have been formatted for use in newsletters, blog posts, and other publications.

## LEAD GRAPHIC DESIGNER

04/2020 to 03/2022

### BYDINT IT SOLUTIONS

Managed concurrent projects, directing both team members and external firms involved in developing creative materials. Established and maintained a comprehensive branded image library, reviewing all materials for adherence to established standards. Organized and led photoshoots to acquire assets for design needs. Oversaw the graphic design team and budget, communicating anticipated variances and needs to key stakeholders. Enhanced company branding through the creation of Animated PowerPoint presentations, Infographics for the Sales team, logos, micro websites, emailers, newsletters, in-house magazines, promotional mailers, posters, social media banners, Google Ads, and various print designs. Monitored industry trends through social media and online sources.

Developed design deliverables that elevated and differentiated the brand, aligning with the company's strategy. Formatted text and graphics for blog posts, newsletters, and other materials. Generated creative designs for marketing packages, including print materials, brochures, banners, and signs. Implemented and managed marketing designs, maintaining open communication with team members, incorporating constructive criticism into the editing process. Contributed to the company's online presence by creating and maintaining web pages and social media platforms. Designed newsletters and magazines. Maintained an outstanding attendance record, consistently meeting deadlines and requirements for all production work orders.

## SENIOR GRAPHIC DESIGNER

12/2017 to 04/2020



### RIGHTEOUS TECHNOLOGIES

In **Righteous Technologies** I have Learned essential editing skills, and an in depth understanding of editing programs such as Adobe Premiere Pro, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe XD Investigated and implement ideas for qualify Improvement and increased productivity, such as new programs and equipment. Developed creative design for marketing packages, including print materials, brochures, banners, and signs.

- Maintain a strong online and offline brand presence, especially on websites and marketing platforms, to drive customer engagement and loyalty.
- Collaborate with management to align design strategies with corporate goals and drive brand growth.
- Developed, implemented and managed marketing designs.
- Developed collateral such as display, marketing, and packaging materials to support product branding strategies.
- Coordinated, created and scheduled content, designs and periodic updates to the company website.
- Proficiently worked on post-production process of videos, including Visual and Auditory editing, and Thumbnail creation.
- Expertly organized and managed all video and audiofiles.
- Devoted special emphasis to punctuality and worked.

## GRAPHIC DESIGNER

08/2015 to 12/2017

### RIGHTEOUS TECHNOLOGIES

I have started my Designing career with **Righteous Technologies**. Here I have Created a lot of animated PowerPoint presentation, Infographics for sales team, E-mailer, Newsletter, inhouse magazines, promotional mailers, posters, banners, Google ads print designing and small videos. Creates designs for Marketing team related to all Social Medias and Monitored social media and online sources for industry trends. Developed design deliverables that elevated, differentiated and functioned on-brand and on-strategy. Formatted text and graphics for blog posts, Newsletters, and other materials.

**Achievements** : I have been Awarded as “ Best Performer ” across the unit for two consecutive quarters.

## ACCOMPLISHMENTS

Maintained brand identity across multiple brands. Generated concepts and followed through to production. Designed everything from Management to Blogs, Web Banners, Documents Design, print collateral, signage, apparel, brochures, web assets, special projects and more.

## EDUCATIONAL DETAILS

- In the year 2021, I graduated from VNR College of Engineering in First Class with Distinction in Masters (Computer Science & Engineering).
- In 2015, I have received First Class with Distinction in Bachelors (Electrical & Electronics Engineering) from RVR&JC Engineering College.



**THANKS FOR YOUR TIME.**

Check out my website to view my portfolio.

[www.naveengenedi.com](http://www.naveengenedi.com)