ATUL **ANAND**

Graphic & UI/UX Designer
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PROFESSIONAL SUMMARY

Graphic & UI/UX Designer with 9+ years of experience in graphic design, website UI, branding, digital marketing creatives and visual communication. Experienced in creating website interfaces, responsive layouts, brand identities, social media creatives, advertisements and print materials. Skilled in Figma, Adobe Photoshop, Illustrator and CorelDRAW, with a strong understanding of typography, colour systems, visual hierarchy and design consistency. Uses AI tools to explore concepts, generate visual references and speed up design iterations while keeping creative decisions human-led.

CORE SKILLS

Graphic Design: Logo Design, Brand Identity, Visual Communication, Social Media Design, Poster Design, Advertising Creatives, Print Design, Digital Assets.
UI/UX Design: UI Design, UX Design, Website Design, Responsive Design, Wireframing, Prototyping, User Flows, Layout Design
Design Tools: Figma, CorelDRAW, Adobe Photoshop, Adobe Illustrator
Design Fundamentals: Typography, Colour Theory, Colour Systems, Grid & Layout, Brand Consistency, Visual Storytelling
AI in Design: AI-Assisted Ideation, Design Exploration, Visual References, Creative Variations, Image Generation

PROFESSIONAL EXPERIENCE

CREATIVE DIRECTOR
Monishi Foundation Pvt. Ltd. | Ranchi, Jharkhand – Jan 2022 - Present | Remote

- Lead visual direction for Digital, Print, Promotional and Event communication across multiple brand requirements.
- Create and review Social media creatives, Promotional materials, Event branding and Digital assets.
- Translate business and communication requirements into clear, Engaging and consistent Visual designs.
- Use AI tools for Concept exploration, Visual references and Creative variations to support faster design iterations.

SENIOR DESIGNER
BITT Polytechnic | Ranchi, Jharkhand – Nov 2019 - Dec 2021

- Designed Digital communication materials for admissions, Student activities, Online learning and Promotional material for Webinars, Placement activities and other Institutional campaigns.
- Created Website visuals, Banners, Social media creatives and Campaign materials with focus on clarity and usability.
- Translated internal requirements into practical Visual communication and Digital design solutions.
- Supported consistency of the institute's visual identity across website and Digital communication channels.

WEB DESIGNER
Vandanam Global Education Pvt. Ltd. | Ranchi, Jharkhand – Aug 2016 - Oct 2019

- Worked on Website redesigns and Visual improvements for Education and Digital properties.
- Designed Posters, Advertisements, Promotional graphics and Digital campaign creatives.
- Developed website layouts with attention to Visual hierarchy, Typography, Imagery and Content structure.
- Combined UI Design principles with Marketing requirements to create engaging Digital Experiences.

WEB DESIGNER
Voicelink Solutions Pvt. Ltd. | Ranchi, Jharkhand – May 2015 - Aug 2016

- Contributed to the Design for e-commerce named Foodonn, Localonn and Jobonn digital platforms.
- Created page layouts with focus on usability, Content hierarchy and Visual consistency, Balanced visual design, Responsive layouts and usability across different screen sizes.

SELECTED PROJECTS

devidarshan.co | bittpolytechnic.com | bittybalpan.com | vandanamglobal.com | bittgroup.in | hvvs.in | bpsranchi.org

EDUCATION

Bachelor of Science in Information Technology (BSc IT) – Sikkim Manipal University-DE | Jun 2012 – Sep 2015