

SANDEEP KUMAR

SENIOR VISUAL DESIGNER & DIGITAL MARKETING SPECIALIST

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PROFILE SUMMARY

Visual Designer with 7+ years of experience shaping brand identity, digital marketing creative, and UI/UX across e-commerce, SaaS, IT, and real estate industries. Formally trained through a three-year multimedia program at Arena Animation alongside a degree from Delhi University, with the bulk of expertise built hands-on across in-house and freelance roles for brands such as Tecore Labs, Imphi, and Ketsaal. Adept at translating client briefs into polished, on-brand assets — from social content and packaging to explainer videos and paid ad creative — while managing Meta & Google Ads campaigns and integrating AI tools such as ChatGPT into the creative workflow.

7+ Years Experience20+ Software & AI Tools42+ Projects Completed

PROFESSIONAL EXPERIENCE

Sr. Visual Designer & Marketing Head (Freelance) <i>LTS Realtors Pvt Ltd, Ghaziabad</i> - Planned digital marketing strategy to drive qualified real estate leads; managed Meta & Google Ads campaigns end-to-end - Built high-converting landing pages and lead-generation funnels; produced ad creative and led social media presence - Optimized campaign performance for ROI and conversion rate	Apr 2025 – Aug 2025
Sr. Visual Designer (Freelance) <i>Imphi Pvt Ltd — e-commerce brand on Amazon, Flipkart & Meesho</i> - Designed product listing graphics for Amazon, Flipkart & Meesho and physical/print marketing materials - Created social media content (still, video, GIF) and product explainer motion videos	Jul 2024 – Dec 2024
Sr. Visual Designer <i>Tecore Labs Pvt Ltd — DevOps & machine learning IT firm</i> - Delivered UI design solutions for websites, mobile and SaaS products (LugBee, Farmsleaf) - Created social media content, print materials and explainer motion videos; managed Meta & Google Ads	Jun 2021 – Jun 2024
Graphic Designer <i>Ketsaal Pvt Ltd — kitchen & appliance e-commerce brand</i> - Provided UI design support for websites; created product packaging & label designs - Directed product photoshoots for e-commerce readiness and edited video content	Oct 2020 – May 2021
Graphic & UI/UX Designer <i>Lamppost Design Agency — 360° e-commerce brand design</i> - Designed websites, UI/UX experiences, and social media content - Directed product photoshoots; designed marketing materials, video animation & explainer videos	Jul 2019 – Mar 2020
Graphic & UI/UX Intern <i>Smartivity Labs — STEM toys & learning apps</i> Supported app UI design and designed product booklets	Sep 2018 – Dec 2018
Graphic Designer <i>Decals Studio (American Heat Transfer) — T-shirt design, Amazon & Etsy</i> Designed T-shirt graphics for client and marketplace sales; designed brochures and booklets	Oct 2016 – Apr 2018

EDUCATION

Graduation Delhi University, 2017 – 2020	10+2, Science Stream UP Board, 2015 – 2016
Multimedia - International Program Arena Animation, 2016 – 2019	High School UP Board, 2013 – 2014

TRAINING & CERTIFICATIONS

UX Design Interaction Design Foundation	UI Design in Adobe XD Udemy	Motion & Animation Design Udemy & Domestika
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SKILLS & LANGUAGES

SOFTWARE: Adobe Photoshop, Illustrator, Adobe XD, Figma, Premiere Pro, After Effects, CorelDRAW
MARKETING: Meta Ads, Google Ads, ChatGPT / AI-assisted design, YouTube & Instagram Ads
CORE EXPERTISE: Brand Building, Product & Packaging Design, Social Media Design, Marketing Collateral, UI/UX, Team Work, Time Management
LANGUAGES: Hindi (Native), English (Fluent)

BRANDS WORKED WITH

Tecore Labs · Imphi · Ketsaal · Smartivity · LugBee · Farmsleaf · Saundh · Idoag · Moda Analytica · PP Singh · The Palette Store · TSW