

# ARCHITHA SUNDARARAJAN

• Visual Designer • Chennai, India •

## CONTACT

9500026245

archithasubramanian@gmail.com

[Design Portfolio](#)

## EXPERTISE

- Proficient in creating visually appealing layouts, and **designs** for various platforms including web, mobile, and print.
- Skilled in crafting engaging written **content** for videos, social media, blogs, and marketing materials.
- Experienced in creating and maintaining **brand identities**, including logo design, brand guidelines, and brand storytelling.
- Knowledgeable in managing **social media** accounts, creating content calendars, and implementing strategies to increase brand visibility and engagement.
- Experienced in developing and executing **marketing** campaigns across various channels, with a focus on visual content and storytelling.

## SKILLS

- Adobe Illustrator
- Adobe Photoshop
- Figma
- Content Writing
- Google Slides
- UI & UX
- Social Media Strategizing
- Script Writing
- Branding
- Ideation & Planning
- Brand Management

## WORK EXPERIENCE

### Visual Designer

Lumenore

Jul 2023 - Present

- Part of the **Marketing** team, driving cross-functional collaboration.
- Simultaneously managed the creation of **critical** documents, including solution briefs, blog imagery, decks, print assets, etc.
- Designed key **webpages** such as pricing, release notes, and use cases, resulting increased **conversion rates**.
- Worked on **Paid Ad assets** across diverse platforms, helping in **lead generation** efforts and enhancing audience engagement.
- Conducted **comprehensive** research to refine brand guidelines, ensuring **alignment with market** trends and reinforcing brand identity.
- **Managed tasks and quality** of freelancers and **guided** new designers for seamless integration into project workflows.

### Associate Visual Designer

Kissflow

Nov 2021 - Mar 2023

- Part of the **Brand Marketing** team.
- My role includes **communicating with stakeholders** for briefs and working on various organization-based projects - slide decks, master deck templates, event collaterals, flyers, newsletter, etc.
- Worked on hybrid blogs, pitch decks, career page, and company overview pdfs **across various internal teams**.
- Worked on the **branding** for CTOtalk Summit, and for all CTOtalk social media posts.
- Have **scripted for various videos** that have created impact.
- My expertise in ideation, **strategizing** and designing for the company's social media resulted in **increasing** around 2K followers in a span of 4 months.

### Junior Graphic Designer

Brand Nirvana

Feb 2021 - Aug 2021

- Managed **branding and ideation** for three clients concurrently, handling short-deadline projects, real-time posts, and pitching impactful strategies, resulting in **client USPs**.
- Produced diverse print collateral, crafted **engaging content** including copy and captions, and orchestrated monthly social media calendars, **collaborating with stakeholders** for briefs.