

Pawan Kumar

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Professional Summary

Creative and detail-oriented Graphic & UI Designer with a diploma in Interactive Media Design and hands-on experience in responsive web design, branding, and content creation. Proficient in Adobe Creative Suite, HTML/CSS, and multimedia production. Passionate about delivering user-focused and engaging digital experiences.

Technical Skills

- **Design Tools:** Adobe Photoshop, Illustrator, XD, Premiere Pro, After Effects
 - **Web Development:** HTML, CSS, JavaScript, Responsive Design, SVG, SVG Manipulation
 - **Media Production:** Photography, Videography, Motion Graphics, Audio/Video Editing
 - **UI/UX & Branding:** Wireframing, Storyboarding, UX/UI Design, Branding, Visual Storytelling
 - **Soft Skills:** Time Management, Collaboration, Communication, Adaptability
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Soft Skills

- Creative Thinking & Visual Consistency
 - Strong Communication & Client Interaction
 - Time Management & Deadline-Driven
 - Collaborative Mindset & Team Coordination
 - Adaptability to Feedback & Evolving Design Trends
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Professional Experience

Graphic & Web Designer

Ratan Enterprise – Punjab, India

August 2024 – December 2024

- Designed company logos, promotional posters, and print/digital templates.
- Managed visual branding for all marketing materials.
- Handled freelance-style assignments including social media graphics and layout design.
- Enhanced visual communication strategy across platforms.

Web Designer Intern

The Shine Media – Etobicoke, ON

April 2024 – May 2024

- Spearheaded branding and responsive web design, aligning visuals with company identity.

- Created digital assets like logos, social media graphics, and promotional visuals.
- Collaborated with internal teams to maintain cohesive design across platforms.
- Boosted online engagement and brand identity through original creative content.

Projects

Mobile Application for *The Family of Eateries*

Retail Installation *Standard Outdoors*

Finding Objects Game *Scavenger Hunt*

Motion Graphics *Multiple Clients*

Graphic's & Logo's *Multiple Clients*

Portfolio Website *K-pawan.com*

- Designed and developed a responsive personal portfolio using HTML, CSS, and JavaScript.
- Showcases web design, branding, and graphics work from internships and freelance projects.

Photography *Portfolio*

- Captured professional-grade portraits, event, and nature shots.
- Edited photos using Adobe Lightroom and Photoshop, enhancing mood and clarity.
- Developed strong storytelling through lighting, framing, and color correction.

Freelance Social Media Campaigns

- Designed social posts, reels, and highlight covers for small businesses and personal brands.
- Maintained brand consistency across platforms like Instagram and Facebook.
- Increased audience engagement with high-quality content and visual appeal.

Education

Diploma in Interactive Media Design

Durham College – Oshawa, ON

Graduated: 2024
