GOKULNATH M

Bangalore, India | +91 63695 27396 | Gokulnath-Portfolio | gokuldev247@gmail.com | LinkedIn

OBJECTIVE

Multidisciplinary Creative Designer with 3+ years of experience across branding, graphic design, social media, Video Editing. Proven ability to deliver end-to-end creative work from brand identity and marketing campaigns to visual content and digital assets. Comfortable working independently and within fast-paced teams with a strong command of industry-standard tools and AI-powered design workflows.

SKILLS OVERVIEW

- **Branding & Visual Design:** Brand Identity, Logo Design, Graphic Design, Visual Storytelling, Typography, Print & Digital Layouts
- **Social Media & Marketing:** Social Media Creatives, Campaign Design, Carousels, Reels, Thumbnails, Web Banners, Product Packaging
- **Design Tools:** Figma, Adobe Photoshop, Illustrator, Premiere Pro, After Effects, Affinity, Framer.
- **AI Tools:** Mid-journey, ChatGPT, Gemini, Claude, Firefly
- **Web (Basic):** HTML, CSS
- **Soft Skills:** Client Communication, Project Management, Creative Direction, Cross-functional Collaboration

EXPERIENCE

Graphic Designer | Skills Café - Bangalore | *JULY 2025 - DECEMBER 2025*

- Designed 10+ social media campaigns per month **(posters, carousels, video content)** aligned with brand guidelines, improving overall brand visibility by 30%.
- Developed creative concepts and campaign strategies that directly supported company growth and increased audience engagement across platforms.
- Leveraged **AI design tools** (Mid-journey, ChatGPT) to produce innovative, trend-driven content formats, reducing content production time by 25%.
- Created UI layouts for internal company website using Figma, focusing on clean visual design and improved user flow.
- Collaborated with internal teams to **deliver high-quality creative outputs** within deadlines.

Graphic Designer | OFB Tech Private Limited - Bangalore | *DECEMBER 2024 - JUNE 2025*

- Led the design of marketing assets including **posters, brochures and digital content** across platforms.
- Conducted product photography and Event videography, **including editing and post-production.**
- Designed web banners and social media creatives that improved **engagement rates by 20%** across brand channels.
- Ensured brand consistency across all campaigns and communication materials in collaboration with cross-functional teams.

Freelance Creative Designer | Remote | *JANUARY 2022 - NOVEMBER 2024*

- Delivered end-to-end branding and creative design for 10+ clients across **education, retail, Tech, F&B and more** (including logos, brand kits, social media campaigns, and product packaging.)
- Designed social media campaigns and digital marketing creatives that helped clients grow their online presence by **an average of 35%**.
- **Handled full project lifecycle:** client briefing, concept development, creative execution, revisions and final delivery.

EDUCATION

Bachelor of Computer Applications (BCA)
K.S.Rangasamy College of Arts and Science(Autonomous), Tiruchengode 2021–2024
CGPA: 7.9 / 10

CERTIFICATION

- Graphic Design – Great Learning
- UI/UX – Great Learning