Varun Kanwar
Graphic Designer

EXPERIENCE

Graphic Designer • *Jan 2023 - Jun 2023*
Plush, Core Design Team
- Designed commercially appealing packaging and digital marketing content within tight deadlines and challenging budgets.
- Developed strategies with a cross-functional team to elevate the brand's visual language, resulting in increased market presence.
- Produced informative product catalogs and A+ content, for an enhanced and coherent e-commerce experience.
- Collected, analyzed, and presented design insights through detailed slide decks.

Graphic Designer • *Sep 2022 - Dec 2022*
Basis, Marketing Team
- Conceptualized distinguished digital and print marketing content, generating interest in products and services.
- Collaborated with the Manager and team members to execute cohesive and effective digital marketing campaigns.
- Contributed to maintaining the brand's voice on social media platforms through attractive and distinct copywriting.

Social Media Designer • *Sep 2021 - Jul 2022*
New Jersey City University, Office of Global Initiatives
- Highlighted internationalization efforts through diverse and eye-catching digital and print content.
- Led the social media design team, increasing engagement and traffic across relevant social media channels.
- Produced carefully branded marketing content, which assisted in extending the institution's footprint globally.

Graphic Designer • *Feb 2021 - May 2021*
Essen Health Care, Marketing Department
- Drove engagement through a compelling redesign of marketing content.
- Produced high-quality design deliverables under tight deadlines.
- Designed relevant digital marketing content focusing on management changes, services, and new providers.

Graduate Teaching Assistant • *Sep 2020 - May 2021*
New Jersey City University, Art Department
- Assisted the Supervisor in designing graduate-level courses, providing valuable feedback, insights, and resources.
- Supported students in applying concepts taught in class to their projects.

Production Manager • *May 2020 - Oct 2020*
New Jersey City University, The Gothic Times
- Revamped the newspaper's branding, layout, and marketing content.
- Coordinated with the Editor-in-Chief and Printers for error-free and smooth printing.

Game Artist • *Oct 2016 - Sep 2019*
Psypher Interactive, Game Design Team
- Illustrated appealing and original game assets.
- Contributed to gameplay development, rules, and structures.
- Assisted in conducting usability tests and provided comprehensive documentation.

LINKS

Email: varun.kanwar14@gmail.com

Portfolio: https://vkart.info/

LinkedIn: @varun_kanwar_art

References: workgrades.com

EDUCATION

MA in Studio Art
Sep 2019 - May 2021
New Jersey City University, USA

BA in Communication Design
Aug 2012 - Jul 2015
Birmingham City University, UK

CERTIFICATIONS

UX Design Professional Certificate
Present
Google, Coursera

SKILLS

Graphic Design
- Brand Identity Design
- Social Media Content Design
- Poster/Banner/Flyer Design
- Packaging Design
- Book Cover/Interior Design
- Information Design

UI/UX Design
- Visual Design
- User Interface Design
- Wireframes
- Prototypes
- User Research
- Usability Studies
- Mockups

Art
- Game Art
- Character Design
- Illustration

Technical
- Adobe Creative Suite
- MS Office
- Figma
- InVision Studio
- WordPress