

HARSH SHARMA

Graphic Designer | Visual Brand Specialist

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PROFESSIONAL SUMMARY

Creative and detail-oriented Graphic Designer with 1+ years of professional experience in visual brand identity, digital design, and print media. Proficient in the full Adobe Creative Suite including Photoshop and Illustrator. Adept at translating brand objectives into compelling visual narratives across digital and print platforms. Proven ability to manage multiple projects simultaneously, collaborate with cross-functional teams, and mentor junior designers to deliver high-quality, on-brand creative assets.

CORE SKILLS & TECHNICAL PROFICIENCIES

Design Software: Adobe Photoshop, Adobe Illustrator

Design Disciplines: Brand Identity, Logo Design, Visual Communication, Typography, Color Theory, Layout Design, Print Design, Digital Design

Soft Skills: Creative Direction, Project Management, Cross-Functional Collaboration, Mentoring, Time Management, Attention to Detail

Languages: English (Professional Proficiency), Hindi (Native)

PROFESSIONAL EXPERIENCE

Senior Graphic Designer | **Ganesyx Pvt. Ltd.**

May 2025 – Present

- Lead the end-to-end design and execution of creative assets across digital and print platforms, maintaining brand consistency and high visual standards across all deliverables.
- Collaborate directly with marketing and content teams to conceptualize and develop impactful campaigns aligned with business objectives and target audience insights.
- Manage multiple concurrent design projects, prioritizing tasks effectively to meet tight deadlines without compromising quality.
- Mentor and guide junior designers on design principles, workflow best practices, and brand guidelines, improving overall team output quality.
- Developed visual identity systems, social media graphics, and promotional materials that elevated brand presence across digital channels.

Graphic Designer | **Freelance**

January 2024 – May 2025

- Designed a distinctive brand logo for a pharmaceutical company, capturing their commitment to quality and medical professionalism; client reported strong positive brand recognition from the deliverable.
- Delivered client-ready design projects within agreed timelines, maintaining clear communication and incorporating feedback efficiently across revision cycles.
- Built a portfolio of brand identity, print, and digital design work serving clients in the healthcare and FMCG sectors.

EDUCATION & TRAINING

Diploma in Film Making (DFM 24FPS) & Vector Design

2023 – 2024

Specialized training in visual design, motion picture fundamentals, and digital illustration.

CERTIFICATIONS

- 100 Hours Mobile Film Making – MAAC (Maya Academy of Advanced Cinematics)
- DFM 24FPS (Diploma in Film Making) – MAAC
- Vector Design – MAAC