

WEBSITE

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DEEPAK RAVI

GRAPHIC DESIGNER

A former dancer turned graphic designer with 8 years of design experience, aiming to seamlessly translate the foundations of movement to visual design. Gaining experience in photography and animation, I blend storytelling and emotion through captivating branding and visual design, merging my passion for performance with the power of design and motion graphics. Design, for me, is performance in a different form.

WORK EXPERIENCE

2023 Jul - Present - Graphic Designer, Fabulatte Ltd, High Wycombe, United Kingdom

2019 Aug - 2021 Aug - Graphic Designer, PAD Integrated Communications, Hyderabad, India

2018 Mar - 2019 Mar - Web Designer, Ahsan Technologies, Chennai, India

2016 Oct - 2018 Feb - Graphic/Web Designer and Photographer at Pixel Pro, Chennai, India

2015 Jan - 2016 Oct - Freelance Graphic Designer

TECHNICAL EXPERTISE

Areas of focus: Branding & Visual Identity, Motion Graphics & Animation, Social Media Content Design, Campaign Creation, Editorial & Print Design

Software Knowledge:

Design & Illustration - Adobe Photoshop, Illustrator

Layout and Publishing - Adobe Indesign, Canva

Animation and Multimedia - Adobe After effects, Premiere Pro

Colour Grading - Lightroom

Typography - Glyphs, Fontself

UI/UX - Adobe XD

AI Powered Design: Open AI, Adobe Firefly, Google Gemini

ROLES & DUTIES

BRAND MANAGEMENT & STRATEGY

Multi-Brand Oversight: Manage multiple brands concurrently, ensuring consistent delivery of creative output aligned with brand positioning and values.

Brand Advocacy: Act as a brand champion internally and externally, ensuring the brand voice, personality, and visual identity are upheld in all communications and deliverables by justifying the design choices and educating stakeholders wherever necessary.

CAMPAIGN CONCEPTUALISATION & CREATIVE DIRECTION

Advertising & Marketing Campaigns: Devise and structure impactful advertising campaigns and marketing materials that meet strategic brand objectives.

Creative Consistency: Ensure designs and content align with brand guidelines, adhere to industry standards, and deliver intended messaging with clarity and effectiveness.

Prototyping & Visual Mock-Ups: Contribute to the development of visual prototypes and mock-ups, offering tangible representations of creative direction for internal review and client presentations.

COMMUNICATION & CLIENT INTERACTION

Client Calls & Presentations: Participate in client calls and meetings to gather insights, present creative concepts, and provide strategic rationale behind design decisions.

Creative Vision Articulation: Clearly articulate the creative vision and emotional impact of the work, aligning it with brand identity, strategic goals, and client expectations.

Feedback Integration: Engage in collaborative discussions with clients and stakeholders, iterating on feedback to refine and enhance creative outputs.

CROSS-FUNCTIONAL COLLABORATION

Team Collaboration: Work closely with account directors, strategists, and copywriters throughout campaign development—from ideation to execution.

Internal Alignment: Collaborate with cross-functional teams to ensure all creative work aligns with broader marketing and business objectives.



ROLES & DUTIES

Team Leadership & Development

Support & Guidance: Provide guidance and mentorship to junior designers, copywriters and social media teams, helping them understand project goals to deliver high-quality work.

Actively discover and apply effective strategies to optimize design workflows and foster stronger creative collaboration within the team.

In-House & CRM Collaterals

Marketing Collateral Management: Generate content and oversee the design and production of in-house marketing materials across print and digital platforms.

CRM & Engagement Design: Plan and develop CRM collaterals tailored to various audience segments, enhancing engagement and brand loyalty across channels.

Stakeholder Engagement

Stakeholder Collaboration: Build and maintain strong relationships with clients, marketing teams, and internal departments to align on project goals, timelines, and creative direction.

Insight-Driven Design: Incorporate insights from stakeholders to craft targeted, effective design solutions that resonate with key audiences.