

WEBSITE

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# DEEPAK RAVI

GRAPHIC DESIGNER

A former dancer turned graphic designer with 9 years of design experience, aiming to translate the foundations of movement to visual design. Gaining experience in photography and animation, I blend storytelling and emotion through engaging 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

UI/UX - Invision Studio, Adobe XD, Figma

**Generative AI Tools:** Nano Banana, Runway AI, Open AI, Google Gemini/Flow, Envato Gen Ai, Adobe Firefly.



# ROLES & DUTIES

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## BRAND MANAGEMENT & STRATEGY

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**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

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**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

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**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

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**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

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## Team Leadership & Development

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**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

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**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

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**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.