

# DARSHAN PARAB

## Senior Graphic Designer / 2D Animator / Video Editor

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### PROFILE SUMMARY

- A visionary professional with **over 6 years** of experience in marketing, specializing in design, within the technology sector.
- Currently excelling as a Senior Graphic Designer / 2D Animator / Video Editor at LogiNext Solutions, Mumbai.
- Proficient in developing digital ads, social media graphics, and presentations, ensuring brand alignment.
- Drove successful engagement growth by executing a targeted email campaign that boosted customer interaction by 40%.
- Skilled in leadership and team collaboration, fostering a creative and results-driven work environment.
- Showcased expertise in video production, graphic design, and marketing operations.
- Led a strategic initiative that enhanced brand visibility, resulting in a 65% boost in market presence.
- Extensive knowledge of design software, enhancing organizational success through innovative visual assets.
- Consistently drove impactful marketing initiatives, optimized operational processes, and enhanced brand visibility across diverse roles, resulting in significant improvements in engagement, efficiency, and customer satisfaction.
- Staying updated on design trends, industry best practices, and competitor activities to continuously improve the effectiveness and impact of visual assets.

### WORK EXPERIENCE

May'23 – Present

Senior Graphic Designer / 2D Animator / Video Editor  
[LogiNext Solutions, Mumbai](#)

- Designed and produced a wide range of marketing collateral, including digital ads, social media graphics, email templates, brochures, presentations, and infographics.
- Collaborated with Marketing Team to develop creative concepts & campaigns that align with brand objectives & target audience preferences.
- Ensured consistency and adherence to brand guidelines across all marketing materials and touchpoints.
- Managed multiple projects simultaneously while maintaining high standards of quality and meeting tight deadlines.
- Participated in brainstorming sessions and contributed innovative ideas to enhance the overall marketing strategy and messaging.

#### Highlights

- Spearheaded integration of design principle into marketing campaigns, ensuring cohesive branding & visual storytelling across all channels.
- Worked closely with cross-functional teams, including Marketing, Design, and Product Development, to conceptualize and execute innovative marketing strategies.
- Led the development of visually engaging marketing materials, including digital ads, social media graphics, and website assets, to drive brand awareness and customer engagement.
- Managed multiple projects simultaneously, prioritizing tasks and meeting tight deadlines while maintaining high-quality design standards.

### FIND ME ONLINE


 **LinkedIn:**  
<http://www.linkedin.com/in/darshan-parab>

 **Portfolio Website:**  
<http://www.darshanparab.com/>

### LANGUAGES

**English** Native 

**Hindi** Native 

**Marathi** Native 

### SKILLS

<b>Graphic Design</b>	<b>Adobe Illustrator</b>
<b>Adobe InDesign</b>	<b>Adobe Photoshop</b>
<b>Adobe Premiere</b>	<b>Adobe premiere pro</b>
<b>After Effects</b>	<b>Animation</b>
<b>Brand Awareness</b>	<b>Brand Management</b>
<b>CorelDRAW</b>	<b>Competitor Analysis</b>
<b>Video Editing</b>	<b>InDesign</b>
<b>Infographics</b>	<b>Logo design</b>
<b>Market Research</b>	<b>Microsoft Office</b>
<b>Office suite</b>	<b>Motion Graphics</b>
<b>Online Advertising</b>	<b>Photoshop</b>
<b>Premiere pro</b>	<b>Video production</b>
<b>Wireframing</b>	

## WORK EXPERIENCE

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Feb'20 – May'23

### Senior Video Quality Analyst

**Accenture India Pvt. Ltd, Mumbai**

- Conducted spot-checks on video assets, audio files, subtitles, audio descriptions, captions, metadata to evaluate quality and identify errors.
- Collaborated with stakeholders and the Video Editing Team to ensure the delivery of high-quality content to clients, executing full reviews on critical video assets.
- Audited data and generated reports and presentations for the video channel, contributing innovative ideas to enhance processes, video workflow, and automation for improved efficiency and scalability.
- Led regular team briefings to discuss innovative strategies for enhancing work quality; provided timely feedback and conducted individual coaching sessions to boost performance and motivation.

Jan'19 – Feb'20

### 2D Animator / Graphic Designer

**Krtya Technologies Pvt. Ltd., Mumbai**

- Specialized in designing digital and print media, showcasing proficiency in software such as Photoshop, Illustrator, and CorelDRAW.
- Developed videos from conceptualization to execution for online platforms including YouTube, Instagram, and websites.
- Utilized After Effects and Premiere Pro for video production.
- Took charge of planning and designing media posts, brochures, catalogues, flyers, advertisements, and other collateral materials.
- Acted as a UI designer on various projects for both the company and clients.

Feb'18 – Jan'19

### Graphic Designer


**Chintamani Advertising, Mumbai**

- Conceptualized and crafted visually compelling designs for commercial use, encompassing advertisements, promotional materials, and branding campaigns.
- Worked closely with clients and internal teams to grasp project specifications thoroughly; delivered designs that harmonized with the client's brand identity and met their marketing objectives.
- Produced graphics, illustrations, and layouts for diverse mediums, such as print, digital platforms, and outdoor advertising.

## ACHIEVEMENTS

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 **Star New Comer, 2020**

 **Best Performer of the Quarter, 2022**

 **Star of Business, 2023**

## EDUCATION

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Master of science in physics

**University of Mumbai**

 06/2016 – 06/2018  Mumbai, India

- CGPA - 7.13

Bachelor of science in physics

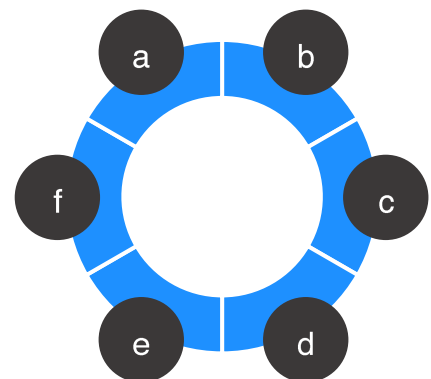
**University of Mumbai**

 06/2015 – 06/2016  Mumbai, India

- CGPA – 6.00

## SOFT SKILLS

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 Time Management

 Collaborator

 Creative Visualizer

 Team Player

 Communicator

 Innovator