

Hitesh Bhojwani

Graphic Designer

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Summary

I am working as a Graphic Designer, and I bring creativity and strategy together to design visuals that speak to audiences and elevate brand presence. From social media creatives to marketing collateral, I work closely with the content and marketing teams to turn ideas into clean, compelling designs, with a solid understanding of layout, color, and typography. I focus on building designs that are not just eye-catching but also purpose-driven. My work blends aesthetics with marketing goals—ensuring every visual deliver impact, whether it's for digital campaigns, branding, or client pitches. In addition to design, I have hands-on experience in content writing and digital marketing, gained through an internship where I learned how to write engaging, SEO-friendly content that supports online visibility. With a background in Business Administration (BBA), I understand how to design with purpose, always keeping business objectives, target audiences, and branding in mind. Have also enhanced my prompt engineering. I explore diverse hobbies that fuel my creativity and curiosity, such as Badminton, photography, and Chess. I am also committed to crafting the masterpiece of my life and achieving my goals.

Work Experience

Graphic Designer Trainee

Artasia (on-site)

March 2025 – October 2025

- Designing product PPTs and catalogs with clear, brand-aligned layouts.
- Shooting and editing product photos for various uses.
- Creating flyers, fair invite, booklets, Product tags, and email templates for marketing.
- Design Amazon listings.
- Collaborate with teams to deliver visually strong, goal-driven designs.

SEO Content Writing Intern

Driftclick (On-site)

June 2023 – August 2023

- Completed a paid internship and gained firsthand exposure to corporate life.
- Progressed from a beginner to an expert content writer in 2.5 months.
- Produced high-quality, engaging content for diverse platforms and channels, contributing to increased brand visibility.

Fundraising Intern

Muskurahat Foundation (Remote)

April 2023

- Raised awareness about the NGO's mission and encouraged donations.
- Enhanced communication and persuasion skills by engaging with diverse audiences.

Education

Bachelor of Business Administration CGPA- 7.45
Poornima University
2022-2025

Senior Secondary Education 74.6%
Blue Heaven Vidyalaya
2022

Secondary Education 76.4%
Blue Heaven Vidyalaya
2020

Projects

Lead Generation and Brand Awareness Campaign

- Designed and executed a successful advertising campaign for **Tech Sense Academy** to drive brand awareness and generate leads.
- Utilized data-driven strategies to optimize ad performance and track campaign metrics.

Skills

- **Hard Skills** - Graphic Designing, Photo Editing, Video editing, Photography, Content Writing, SEO, Facebook ads, Microsoft Office and Prompt Engineering.
- **Soft Skills**- Decision-Making, Time Management, Communications and Leadership.

Languages

- English
- Hindi

Hobbies

- Photography
- Cooking
- Chess
- Badminton