

# RIYA GAUD

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## Professional Summary

Creative and detail-oriented Graphic Designer with hands-on experience in social media design, branding, and digital marketing creatives. Skilled in Adobe Photoshop, Adobe Illustrator, Canva, After Effects, and CorelDRAW. Experienced in designing engaging visual content for marketing campaigns, advertisements, social media platforms, and brand identity development. Strong ability to collaborate with marketing teams and deliver high-quality creative designs within deadlines.

## Technical Skills

- Graphic Design
- Social Media Creatives
- Logo Design
- Marketing & Advertising Creatives
- Banner, Poster & Brochure Design
- Hoarding Design
- Invitation Card Design
- Application Design
- Image Editing & Retouching
- Digital Marketing Visuals

## Software Skills

- Adobe Photoshop
- Adobe Illustrator
- Canva
- Adobe After Effects
- CorelDRAW

## Professional Experience

### Graphic Designer – Hacknox Infosolution Private Limited (Dec 2024 – May 2025)

- Designed social media posts, banners, and promotional creatives for digital marketing campaigns.
- Created logos, brand visuals, and marketing graphics aligned with company brand guidelines.
- Collaborated with marketing and content teams to develop engaging advertisement designs.
- Designed brochures, posters, website graphics, and email marketing creatives.
- Edited and enhanced images using Adobe Photoshop and Adobe Illustrator.
- Maintained consistent visual identity across digital and marketing platforms.

### Graphic Designer – The Ethnic World (Jul 2025 – Present)

- Designed social media creatives, reel covers, banners, and ad creatives for Instagram, Facebook, and LinkedIn.
- Developed visual content for digital marketing campaigns to increase brand engagement and reach.
- Created brand identity elements including logos, brochures, posters, and promotional materials.
- Collaborated with marketing teams to plan visually engaging campaigns.
- Designed website graphics, landing page visuals, and promotional creatives.
- Managed multiple design projects while maintaining creativity and meeting deadlines.

## Education

- **Master in Graphic Design** – Red & White Multimedia Education (2023 – 2024)
- **Higher Secondary Certificate (HSC)** – Sunrise Vidyalaya (2021 – 2023)
- **Secondary School Certificate (SSC)** – Sunrise Vidyalaya (2019 – 2020)