

# KARAN

## GRAPHIC DESIGNER

### CONTACT

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HOUSE NO. 17/188, 2nd Floor, Trilokpuri Delhi-110091

### SKILLS

- Adobe Photoshop
- Adobe Illustrator
- CorelDRAW
- InDesign
- Canva
- Photography & Editing
- Script Writing for Reels
- Branding & Social Media Design

### LANGUAGES

- English
- Hindi



### PROFILE

I am a Graphic Designer. As a fresher, I understand that graphic design is more than just making things look good—it's about communicating ideas effectively through visuals. I aim to create designs that are userfriendly, creative, and help improve the overall experience and engagement with the brand.



### WORK EXPERIENCE

#### SHAN GROUP

Junior Graphic Designer (Intern)

JUL 2025 - PRESENT

- Designed promotional materials for real estate, beverages, hospitals, and NGOs.
- Created branding visuals for 8 subsidiaries including Farhan Buildtech, Frizzer Food, CA Finance, and Word Wide Foundation.
- Worked on packaging design for bottles, chips, and juices.
- Assisted in script writing, video shoots, and digital ad creatives.



### EDUCATION

#### B.A. (Program)

University of Delhi

2024 - PRESENT

#### NSIC (OKHLA)

Graphics Design

2025



### PROJECTS

#### 1. Real Estate Branding — Farhan Buildtech & Shan Luxury

- Designed brochures, Instagram reels, and ad creatives focusing on luxury and investment value.
- Used contrast, clean grids, and minimal icons to emphasize premium appeal and trust.

#### 2. FMCG Packaging — Frizzer Food & Beverages

- Created bottle labels, chips packet mockups, and juice branding with vibrant layouts reflecting youth and freshness.

#### 3. NGO Awareness Campaign — Word Wide Foundation

- Developed poster and social media graphics for causes like women empowerment, education, and anti-drug drives.