AM

Aparna Menon

Graphic Designer

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SKILLS

Adobe Illustrator · Adobe Photoshop · Adobe InDesign · Figma · CorelDRAW · Typography · Packaging Design · Print Production

CORE SKILLS

- Brand identity
- Layout and composition
- Client briefing
- Concept development
- Prepress checks

CERTIFICATIONS

Adobe Certified Professional: Graphic Design & Illustration Using Adobe Illustrator · Adobe
Aug 2023

LANGUAGES

English · Professional
Malayalam · Native
Hindi · Conversational

Personal statement

Graphic designer with 4 years of experience creating brand identities, packaging, social media creatives and print collateral for FMCG, real estate and hospitality clients. Skilled in Adobe Illustrator, Photoshop, InDesign and Figma, with 40+ brand projects published on Behance.

Work experience

Senior Graphic Designer · Coralwave Creative , Kochi — Apr 2024 – Present

- Lead visual design for 9 retainer clients, delivering about 120 social, print and outdoor creatives a month within agreed turnaround times.
- Redesigned packaging for a Kerala spice brand's 14-SKU range; the client reported 22% higher retail sell-through over the next two quarters.
- Built brand guideline books for 6 clients, cutting average revision rounds per job from 4 to 2.
- Prepare print-ready files with correct bleed, CMYK profiles and Pantone references, with zero press rejections in 2025.

Graphic Designer · Malabar Ads and Print ons, Kozhikode — Jun 2022 – Mar 2024

- Designed brochures, hoardings, newspaper ads and flyers for 25+ real estate, jewellery and education clients.
- Created bilingual Malayalam-English layouts for Onam and Vishu campaigns across print and Instagram.
- Shortened average job turnaround from 3 days to 1.5 days by setting up reusable InDesign and Illustrator templates.

Education

B.Des. in Communication Design · Kerala School of and Visual Arts, Kochi — 2018 – 2022
8.2 CGPA

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