

# RESUME



**LALIT SANGELA**  
*Design Associate*

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## EXPERIENCE

- **Polymerize** (*Graphic Designer*)  
03/2022 – Present
- **Pepkidz** (*Graphic Designer*)  
04/2021 – 01/2022
- **Focused Tales** (*Graphic Designer*)  
12/2019 – 12/2020
- **Woof Pvt / Mashup edu** (*Graphic Designer*)  
12/2019 – 12/2020

## SKILLS

- Web Design
- Graphic Design
- Printed Design
- Brand Media Design
- Social Media Design
- Social Media Marketing
- Facebook Ads
- Creativity & Thinking
- Teamup & Management

## TOOLS & SOFTWARE

- Adobe Creative Suite
- UI/UX
- Figma
- Social Media Designs
- Wix
- Advertising understanding
- Video Editing
- Vector manipulation
- Motion Graphics



An accomplished design associate with 3+ years of experience designing creatives and original artworks for multiple mediums along with user journey and experience. Demonstrated skills in project management, team coordination, and design scheduling. Comfortable working with Adobe Creative Suite along with proficiency in Figma and Motion Graphics.

## WORK EXPERIENCE

- Designed the user journey to enhance the user experience on the website.
- Worked across multiple mediums to ensure design language and design continuity.
- Designed creative digital displays used in online advertising.
- Developed creative design for Print materials, Brochures, Banners, and Social Media designs.
- Anticipated design issues and proved to be proactive in developing effective solutions.
- Created a broad range of work using various design techniques.
- Created storyboards, animation, and visual effects to meet design goals.
- Employed design fundamentals when selecting typography, composition, layout, and colour in design work.
- Capitalised on talents in the field to support promotions with Digital designs.
- Put together videos for social media, advertising, and informational purposes.
- Researched trends and projected changes in Projects in order to capitalize on emerging opportunities.
- Applied creative expertise to present marketing concepts.
- Carefully prepared all design layouts into prepress files for offset, web, and digital printing.

## EDUCATION

- **MBA Marketing**  
(*University of Petroleum and Energy Studies*)  
11/2021 – present
- **BCA**  
(*Institute of Management Studies (Dehradun)*)  
07/2014 – 04/2017

## HOBBIES

As an Indian guy who grew up in the awesome 90s, let me tell you, I'm absolutely crazy about cricket. I feel super lucky to have been born in Dehradun, right in the lap of the majestic Himalayas. It means I've always been surrounded by nature, which has fueled my deep love for mountains. I adore taking walks in the forests, sitting peacefully by a flowing river, and often hopping on my bike to cruise along the narrow, winding roads in the mountains.