



CHETHANA S M

GRAPHIC DESIGNER

SCAN FOR PORTFOLIO



CONTACT

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EDUCATION

- Diploma in Multimedia and Animation
Manipal Institute of Computer
Education (MICE)
- Pre-University Collage (PUC)
Trisha P U collage, Kalianpura, Udupi
- SSLC
Dr T M A Pai High School, Kalianpura

SKILLS

- Adobe Photoshop
- Adobe After Effect
- Adobe Illustrator
- Adobe Premier Pro
- Adobe Media Encoder
- Corel Draw
- Motion Graphics

LANGUAGES

- Kannada (Fluent)
- English (Fluent)
- Hindi (Basic)
- Tulu (Fluent)

PROFILE

Experienced Graphic designer with a demonstrated history of working in the information technology and Advertising industry. Skilled in Page Layout, Adobe Photoshop, Character Animation, Final Cut Pro, and Maya, after effect, illustrator, photoshop and in various editing software . Strong quality assurance professional graduated from MICE .Looking forward on career growth.

WORK EXPERIENCE

2S Dairy Deli Products Private Limited (Nov 2025 - Present)

Digital Marketing Executive

- Creative Design** – Design social media creatives and product packaging while maintaining strong brand consistency.
- Social Media Management** – Manage Instagram, Facebook, LinkedIn, and YouTube content and campaigns.
- Team Collaboration** – Collaborate with production and marketing teams to develop effective marketing collaterals.

Presidency Group of institutions (Aug 2023 - Aug 2025)

Graphic Designer

- Graphic Design & Educational Marketing** – Specialized in designing for educational institutions, including schools, PU colleges, and universities, to enhance brand presence and engagement.
- Event Management & Vendor Coordination** – Organized and managed events while collaborating with vendors and cross-functional teams.
- Marketing & Social Media Strategy** – Oversaw social media strategies and executed both digital and offline marketing campaigns for admissions and events.

Kite Studios (Feb 2023 - Aug 2023)

Visual Artist

- Branding & Marketing** – Assisting clients in building and enhancing their brand identity through strategic marketing efforts.
- Social Media Management** – Managing and optimizing social media presence to increase engagement and reach.
- Content Creation & Video Editing** – Creating high-quality visuals and videos to support branding and marketing campaigns.

Alpha Print Zone (Jun 2022 - Feb 2023)

Graphic Designer

- Printing Solutions** – Providing a one-stop solution for offset printing, flex, and vinyl digital prints.
- Custom Artwork Design** – Designing artworks tailored to client requirements for high-quality print production.



● **Datatree IT Solutions (Jan 2020 – May 2022)**

Process Executive

- **Project Management & Team Coordination** – Oversaw various projects, assigned tasks to team members, and ensured smooth workflow.
- **Quality Control & Process Management** – Monitored project processes to maintain high-quality standards and efficiency in production.

● **Design Studio Udupi**

Graphic Designer (internship)

- Gained expertise in editing software like Photoshop CS5, CorelDraw, and Adobe Premiere Pro, while also developing skills in customer service and client management.

CERTIFICATION

- Autodesk Maya and Final Cut Pro At MICE
- Graphic designer course at Karnataka Computer Academy
- Junior Software developer at PMKVY (Pradhan Mantri Kaushal Vikas Yojana) With grade A