



# SANJEEV SHARMA

User Experience Designer | Product Graphic Designer

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sanjeevcnet@gmail.com

## ABOUT ME

I am a professional UI UX and creative Graphic Designer providing new concepts, UI stylistics, and UX solutions. Creating clean and modern graphic design, mobile apps, website design according to guidelines.

I have worked on nationwide and international marketing, advertising, product launch and image campaigns for global brands and companies, including ESL Gaming, HP, Mountain Dew, Hyperx, Asus ROG, Nodwin Gaming and Patanjali Ayurved as well as a host of startup and mid-size businesses.

## EDUCATION

### MASTER OF COMPUTER APPLICATIONS

IMS Roorkee, Uttarakhand, India

2011-2014

### BACHELOR OF COMPUTER APPLICATION

IMS Roorkee, Uttarakhand, India

2008-2011

## SKILLS

### SOFTWARE

All Adobe Suite tools  
Figma  
Sketch  
Zeplin  
Social Media Strategy  
Google Analytics  
Google Business  
Miro  
Abstract  
Xmind  
SketchUp

### DESIGN

Qualitative research  
Usability study  
Survey study  
Storyboard  
Wireframing  
Information architecture  
Prototyping  
Design strategy  
Web design  
Service Design  
Visual design

### PROGRAMMING

HTML  
CSS  
PHP  
JS

### INTERESTS

Animation  
Video Game

## LANGUAGES

Hindi  
English

## Social Links

behance.net/SanSkyT  
linkedin.com/in/sanskyt

## Contact

Shakti Vihar Colony Roorkee, Haridwar, Uttarakhand 247667  
www.skyt.in

## EXPERIENCE

Present  
Sep 2017

### PATANJALI AYURVED LTD.

UI UX Graphic Designer

Haridwar, Uttarakhand  
India

- UI UX design, planned, and executed user research and usability testing for projects for B-POS, B-ERP, Restaurant POS, DKD, Annadata, and Order-Me App supportability undertaking project in **Bharuwa Solutions Pvt, Ltd.**
- Designed an eCommerce website and mobile Apps for the largest FMCG manufacturer in Patanjali Ayurved including all product brands, labels, UI UX elements, and 350+ templates for a variety of conditions in multiple phases of design sprints.

2017  
2013

### NODWIN GAMING PVT. LTD

Web and Motion Graphics

Gurugram, Haryana  
India

- Producing print marketing collateral (flyers, brochures, advertisements) in various formats.
- Developing and maintaining existing project websites.
- Competency in photography shooting, composition, and editing.
- Maintain client's brand identity guidelines on internal materials, as well as across various film marketing campaigns.
- Review and approve assets created by exhibitors and studios in support of marketing campaigns.
- Advanced knowledge of Adobe CC (Photoshop, Illustrator, InDesign, Dreamweaver, Flash) and Video editing, short films from start to final games events.
- Develop designs from conception to completion and file delivery for print or digital applications, including generation of mockups, PDFs, and distribution to Marketing, Sales & Vendors

2013  
2011

### RV PROMOTERS PVT. LTD

Social Media Marketing Exe..

Dehradun, Uttarakhand  
India

- Creates marketing and social media campaigns and strategies, including planning, content ideation, and implementation schedules. Creates and distributes engaging written or graphic content in the form of e-newsletters, web pages, and blog content, or social media posts (messages).

2011  
2010

### ROBOSAPIENS TECHNOLOGIES PVT. LTD

Web and Social Media Marketing Exe..

Noida  
UP, India