

SOURAV KUMAR

Senior Graphic Designer | Art Director | Brand, Packaging & Digital Design

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PROFESSIONAL SUMMARY

Senior Graphic Designer and Art Director with 7+ years of experience owning end-to-end visual design across brand identity, packaging, print production, e-commerce and digital marketing for retail, FMCG and enterprise clients. Lead creative from brief through concept, artwork, pre-press and final delivery; build and maintain brand guidelines and design systems; and mentor junior designers through structured review cycles. Advanced across Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro) and CorelDRAW, with working proficiency in Figma and Adobe XD for UI/UX, and generative AI tools (Midjourney, Adobe Firefly, Google Gemini) integrated directly into day-to-day production workflows. Experienced in remote and cross-functional collaboration with marketing, product, sales and print vendors.

CORE SKILLS

Design & Art Direction	Brand Identity & Logo Design, Visual Identity Systems, Art Direction, Packaging Design, Dielines & Structural Mockups, Print Production & Pre-Press, Typography, Layout & Composition, Colour Theory & Colour Management, Marketing Collateral, Catalogue & Brochure Design, Advertising & Campaign Design, Social Media Creative, E-commerce & Listing Imagery, Motion Graphics & Video Editing, Photo Retouching & Compositing
Digital & UI/UX	Web & Landing Page Graphics, Banner & Display Ads, Email Creative, Wireframing, Prototyping, Responsive Layout, Design Systems & Component Libraries, Figma, Adobe XD
Leadership & Process	Team Leadership & Mentoring, Design Review & Quality Control, Creative Briefing, Stakeholder & Client Management, Cross-Functional Collaboration, Project Management, Vendor & Print Coordination, Brand Governance, SOP & Template Development, Remote Team Collaboration
Software	Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Lightroom, Acrobat; CorelDRAW; Figma; Adobe XD; Canva; Microsoft Office
Generative AI	Midjourney, Adobe Firefly (Generative Fill & Expand), Google Gemini, Claude, Nano Banana, AI-Assisted Concept Ideation & Prompt Engineering

PROFESSIONAL EXPERIENCE

Senior Graphic Designer — New Age Products

Remote, India | 2024 – Present

- Lead end-to-end visual design for the brand across e-commerce, packaging and digital marketing, delivering 150+ on-brand assets per month spanning product packaging, listing and lifestyle imagery, paid social ads, email creative and web banners.
- Own and govern the brand identity system and design guidelines, holding typography, colour, photography and layout standards consistent across every customer touchpoint and channel.
- Built a reusable master template and component library in Adobe InDesign and Illustrator, removing repeat production work and shortening concept-to-delivery time on recurring campaign formats.
- Introduced generative AI into the production pipeline using Midjourney, Adobe Firefly Generative Fill and Google Gemini for concept ideation, background extension and rapid variant exploration, cutting dependence on paid stock photography.
- Prepare print-ready, pre-press-checked artwork with correct CMYK profiles, bleed, trim and dielines for packaging, labels and large-format print.
- Partner with marketing, product and content stakeholders to translate campaign briefs into conversion-focused creative, presenting concepts and iterating through structured feedback rounds while working fully remote.

Senior Graphic Designer — International Marketing Co. Ltd. (IMC)

India | 2023 – 2024

- Managed and mentored a team of 3 junior designers, assigning briefs, running design reviews, giving structured feedback and quality-checking 100+ marketing and product assets delivered each month.
- Owned the visual brand language for a nationwide direct-marketing network across product catalogues, brochures, packaging, social media, point-of-sale and event collateral.
- Authored design SOPs, master templates and a central brand asset library that standardised recurring deliverables and reduced revision rounds across the team.
- Art-directed and typeset multi-page product catalogues in Adobe InDesign, managing image sourcing, colour correction, proofing and pre-press handoff to vendors.
- Coordinated cross-functional projects with marketing, sales and print vendors, delivering large-volume print runs on schedule and within brand guidelines.

Graphic Designer — Skumar Printers

Jalandhar, India | 2021 – 2023

- Produced print-ready artwork for 200+ client projects including brochures, packaging, labels, flyers, stationery and large-format signage, maintaining a record of zero pre-press rejections through disciplined colour management and proofing.
- Worked directly with clients to interpret briefs, present concepts, manage revision rounds and secure final proof sign-off.
- Prepared dielines, packaging mockups and 3D product visualisations so clients could approve structure and graphics ahead of production.
- Collaborated with the print floor on substrate selection, paper stock, finishing and CMYK and spot-colour workflows to guarantee output quality across diverse materials.

Graphic Designer & Social Media Handler — Digital Raisers

Jalandhar, India | 2019 – 2021

- Delivered daily social media content, ad creatives and campaign visuals for multiple SMB clients across Instagram, Facebook and LinkedIn.
- Designed logos, full brand identities, business stationery and digital ad creatives from initial brief through final delivery.
- Built and maintained client content calendars and edited short-form video and motion graphics for social campaigns.
- Grew engagement on client accounts through consistent visual identity systems and on-trend creative formats.

EDUCATION

Bachelor of Journalism and Mass Communication

Guru Nanak Dev University, Jalandhar, Punjab | 2020 – 2023

Senior Secondary Education

St. Soldier College, Jalandhar, Punjab | 2019 – 2020