



Adarsh Kumar

GRAPHIC DESIGNER | [CLICK HERE](#)

e: fraternitiadarsh@gmail.com | p: +91 88824 33705 | New Delhi - India

Creative Graphic Designer with 4+ years of experience delivering impactful visual solutions for social media, print, packaging, and digital platforms. Adept at leveraging industry-standard tools and AI-driven design to craft innovative, brand-focused content. Proven ability to strengthen brand identity, drive user engagement, and support business growth through results-oriented design strategies across diverse industries including F&B, non-profit, and e-commerce.

SKILLS

PROFFESIONAL

- Adobe Photoshop
- Adobe Illustrator
- Canva
- MS Office
- Leveraged AI tools
- Print Design
- WordPress

EDUCATION

Pursuing
B.A. PROG.
DU SOL

2018 - 2019
12TH ARTS
CBSE Board

2016 - 2017
10TH ARTS
CBSE Board

EXPERIENCE

Head of Graphics – Haldiram Bhujawala

May 2024 – Present

- Directed product photography for e-commerce platforms.
- Designed packaging aligned with brand identity.
- Collaborated with sales on packaging strategies.
- Ensured consistency across print and packaging.

Graphics Team Lead – Fraterniti Foods Pvt. Ltd.

March 2023 – April 2024

- Led a team of graphic designers.
- Created menus, banners, standees, and posts.
- Designed packaging from concept to production.
- Delivered client-focused creative design solutions.

Social Media Manager – USO India

September 2020 – February 2023

- Managed social media platforms and engagement
- Produced YouTube videos and live streams
- Designed print and digital campaign graphics
- Expanded audience through engaging visual content

Achievements & Highlights

At Haldiram Bhujawala – Successfully drove packaging redesigns, elevating brand visibility and market recognition.