



a DESIGN sharma

ADITYA SHARMA

DIGITAL DESIGNER

MY VALUE PROPOSITION –

Driven by a passion for creative problem-solving and equipped with expert-level design skills, I deliver innovative solutions that elevate market presence and captivate customers. My in-depth understanding of design principles and tools, enables me to develop impactful visual strategies that resonate with target audiences.

SOFTWARE

1	Catia V5	
	Creo 4.0	
	Keyshot	
2	Illustrator	
	Photoshop	
	Indesign	
	Canva	
3	Figma	
	Adobe XD	
4	After Effects	
	Premiere Pro	
	Camtasia	
	Keynote	
5	PowerPoint	
	M.S. Word	

Note: Progress Bars can only mention confidence level and experience associated with the tool rather than expertise.

Software Categories –

1 – 3d modeling physical designs

2 – Graphic Design

3 – UI for Web & Apps

4 – Video Editing & Animation

5 – Office Tools

CAREER IDENTIFIER

I am a **creative designer** and a **product marketer** with over 8 years of experience in visual design, advertising & branding.

My greatest strength is “**proficiency on various design tools**” and I’ve a natural talent for **crafting stories**. I enjoy tackling “riddle-like problems” in marketing design, enabling brands to strengthen and refine their market impression.

I value having meaningful and respectful relationships with organisations and people governing them.

AREAS OF EXPERTISE

- PRODUCT CONCEPTUALISATION
- USER EXPERIENCE DESIGN
- BRAINSTORMING, SKETCHING & IDEATION
- GRAPHIC VISUALS
- UI DESIGN
- BRAND STORY CREATION
- WIREFRAMING
- PRESENTATION LAYOUT CREATION
- 3D MODELING & RENDERING
- VIDEO EDITING

Work Experience

Acqueon Technologies Ltd. (July 2022 – Apr 2025)

Worked as a **Digital Designer** at Acqueon Technologies. (Acqueon deals in contact center data software. It was a partner firm of Cisco till 2018 after which it started operating independent for 6 years and got acquired by Five9.Inc in 2024).

Ace Designers (Feb 2017 – July 2022)

Worked as **Product Designer** at Ace Designers Ltd. (Ace is a reputed brand in machine tool industry and has a strong global presence. It is among the fastest growing organisations in India).

WHAT TO EXPECT -

- Consistent Brand Visuals
- Improved User Experience
- Emotional Connect of Brand
- Grabbing User Attention
- Set Up a Brand Story

CORE STRENGTHS -

Patience

Problem Solving

Steadfast

Resilient

Flexible

Details Oriented

Story Telling

I AM LOOKING FOR -

Aiming to join a marketing-driven organization where I can utilize my design skills effectively to manage multiple projects along with the ability to guide design decisions across the business to ensure consistent visual communication.

INTERESTS

Music Composition

Solving Puzzles

Photography

Sketching

ACADEMICS

2015 - 17 M.DES from UPES in Product Design: CGPA - 7.8

2009 - 13 Mechanical Engineering from Indo Global College of Engg, Mohali (Punjab): Score - 68.8%

Additionally, pursued a certified foundational User Experience Design course **offered by google**, for strengthening the design research and reinforcing the design basics.

Projects Breadth -

Advertising : Delivered digital ads as a creative designer for diverse sectors such as banking, IT, mechanical, education, automobile, and healthcare, improving brand visibility across digital and social platforms.

Website UI : Contributed to website UI designs & design campaigns for employers and freelance clients, ensuring flexibility across different timelines and project needs.

UX Design Digital : Led and directed mobile app design initiatives for Ace Micromatic Group, and oversaw end-to-end design processes for multiple web projects.

Social Media : Led the creation and management of social media posts, LinkedIn ads, & digital newsletters for Acqueon Technologies Inc. to engage and inform prospective clients.

Presentation Design : Designed and established unified presentation formats and typography guidelines for Acqueon Technologies & Ace Designers, ensuring brand consistency across Keynote and PowerPoint decks.

Branding Design : Developed comprehensive brand identities for AMACE, Beej Digital Marketing, & Architects I3, setting the foundation for their long-term visual presence.

Motion Graphics : Produced high-quality visual and video output for social media, training modules, and tutorials under clear creative direction, utilizing Premiere Pro, After Effects, Canva, and Camtasia.

Design Deliverables

With a good hold on Adobe Creative Suite and a proven ability in design execution, I deliver the following -

Concept sketches, wireframes, website UI and landing pages, prototypes, branding visuals, layouts for ppts & branding visuals, 3d models, photo-realistic renders, video edits, training/tutorial videos, brochures, printable retail media, packaging design printables.



+91 9459 049 247



adesignsharma@gmail.com