



SHASHIKANT WARIK

GRAPHIC DESIGNER



PROFILE

Experienced Graphic Designer with expertise in print, digital, and multimedia design. Skilled in Adobe Creative Suite, WordPress, and motion graphics. Notable collaborations include Barnes & Noble and Zwilling. Adept at managing multiple projects, maintaining brand consistency, and creating impactful designs that engage audiences across platforms. Passionate about visual storytelling and creativity.

CONTACT

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Website

shashikantwarik.com

EDUCATION

The City College of New York

BFA in Electronic Design and Multimedia

2003 – 2008

EXPERIENCE

Medallion Retail ————— Graphic Designer (2015 - Present)

- Led the creative development of print and digital campaigns for clients, including prominent roles in designing for Barnes & Noble and Zwilling.
- Produced over 1,000 high-quality design assets, such as event banners, print advertisements, and web ads, distributed across various publications.
- Streamlined design workflows and effectively managed up to five concurrent projects, consistently meeting strict deadlines.
- Supervised the quality and accuracy of all graphic materials, ensuring adherence to branding guidelines and client expectations.
- Collaborated closely with vendors, preparing press-ready files that align with industry standards for seamless production.

Moonlite ————— Freelance Graphic Designer (2022 - 2024)

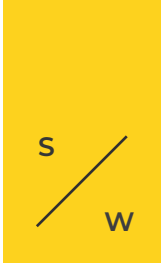
- Developed video graphics that enhanced the company's social media presence and drove audience engagement.
- Designed visually compelling PowerPoint presentations tailored for tradeshow, which played a key role in securing new business leads.
- Collaborated with the marketing team to align visual assets with the brand's storytelling and product highlights.

ReSource Pro ————— Freelance Graphic Designer (2022 - 2023)

- Designed and delivered comprehensive research reports, combining strong visuals with clear data presentation.
- Created engaging graphics for email marketing campaigns, enhancing open rates and click-through performance.
- Edited promotional videos, incorporating motion graphics and animations to enhance viewer experience.
- Worked cross-functionally with the marketing and analytics teams to ensure design alignment with business strategies.

American Kahani ————— Web Designer (2020 - 2022)

- Revamped the website from a standard template to a fully customized and visually polished platform that reflected the brand's mission.
- Designed original site content and graphics in partnership with editors and writers to deliver a cohesive digital experience.
- Uploaded, formatted, and optimized daily news stories and columns using WordPress.
- Strategically created and executed social media campaigns that improved audience engagement and expanded reach.



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GRAPHIC DESIGNER

SKILLS & EXPERTIZE

Design Software

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, XD), QuarkXpress, Figma

Web & Digital Tools

Basic HTML/CSS, WordPress, Squarespace

Content Creation

Motion graphics, animation, and presentation design

Platforms

Facebook, Instagram, LinkedIn, YouTube, TikTok

AWARDS

12th Annual Ippies Award

(2014-2015)

Awarded for Best Overall Design of a Print Publication.

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EXPERIENCE CONTINUED

India Abroad ————— *Graphic Designer (2015 - 2020)*

- Directed the design of newspaper layouts, including front-page spreads and advertisements, ensuring a visually balanced presentation.
- Partnered with the editorial team to conceptualize content flow, creating layouts that enhanced reader engagement.
- Uploaded news stories to the publication’s website and optimized imagery for web and print platforms.
- Provided creative direction for advertisement designs, ensuring alignment with client goals and publication standards.

IDL Concepts ————— *Freelance Graphic Designer (2009 - 2011)*

- Conceptualized and developed signage designs for a wide range of industries, delivering tailored solutions that met client specifications.
- Worked on all stages of the design process, from creating initial concepts to preparing production-ready assets.
- Designed mock-ups and proposals for large-scale signage projects, helping clients visualize the final product.
- Assisted in production, ensuring that designs translated seamlessly into physical installations.

News India Times and Desi Talk ——— *Graphic Designer (2009 - 2015)*

- Delivered complete graphic design services for multiple publications, maintaining high-quality standards under strict deadlines.
- Edited and prepared photos and layouts for print production, ensuring alignment with editorial guidelines.
- Organized and maintained design assets on the office server, enabling efficient access for the team.
- Collaborated with the ad sales department to create client-focused campaigns that increased advertising revenue.

INTERSHIPS

@Radical Media (2008)

- Gained hands-on experience in multimedia production for advertising and entertainment.

Fortune Small Business Magazine (2008)

- Contributed to layout design and editorial visuals for the publication.