

Ananya Asthana (Budding - UI/graphics Designer)

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EDUCATION

- Shri Ramswaroop Memorial University
Bachelor of Business Administration-Management

Lucknow, India
October 2021 - June 2024

SKILLS SUMMARY

- **Soft Skills**:- Leadership, Event management, Time management, Good communication skills, Team work
- **Tools** :- Figma, Adobe illustrator, Photoshop, Canva.

WORK EXPERIENCE

- **Vansun media tech-(91 astrology)**
Currently designing Meta/google -focused creatives that align with client goals and platform trends – ensuring visuals stay fresh, engaging, and on-brand.
- **Freelance Graphic Designer | Beom (B2C) 3-month**
Developed graphics for promotions, product showcases, and social media. Ensured brand consistency across all creatives.
- **ketpy digital -**
Worked as Creative Head Designer, delivering intuitive visuals and complete design solutions. Created responsive web and mobile interfaces in Figma for 10+ client projects, enhancing user experience and satisfaction.
- **Gepton - B2B Startup**
Worked as a Content Creator and Social Media Manager, collaborating with the marketing team to plan, create, and schedule engaging content. Stayed up to date with the latest social media and industry trends.

VOLUNTEER EXPERIENCE AND EXTRA CURRICULAR EXPERIENCE

- **Sponsorship Lead at Decade2023**
Led sponsorship team and raised monetary sponsorship of 1.5 lacks -
- **Anubhuti (college fest) -2022**
Assisted in central team as a backstage assistant .
- **fresher(college fest) -2021**
Third runner up in dancing and had been nominated for miss fresher
- **BIT Fest -2019**
First runner up as a duo performer .
- **Sports event -2019**
Gold medalist in 400m relay race and silver in 100m race -2019 & gold medalist in high jump -2018
- **Curricular Lead -2023**
led curricular team in hostel fest and won maximum of them against the opponent hostlers