



Saranya Dhavamani, Senior Graphic Designer

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LINKS

[LinkedIn](#)

[Portfolio](#)

PROFILE

I'm **Saranya**, a visual design wizard with 5 years of hands-on experience. My heart skips for all things design and tech. Adapting and thriving like a chameleon, in both digital and traditional design playgrounds. When I'm not creating pixel-perfect masterpieces, you'll find me exploring and discovering hidden gems of places to travel.

EMPLOYMENT HISTORY

Marketing Executive , Orita Sinclair

2018 — 2020, Singapore

- Orita Sinclair is a collaboration of award-winning design and music professionals to bring world-class professional design education in Singapore. Check out the Instagram: <https://www.instagram.com/oritasinclair/> I contribute to the marketing team by designing social media ads, helping with video production & post-production and conducting photography.
- **Skills:** Templates · Digital Marketing · Student Pass Application · Video production

Visual Designer , Orita Sinclair

2020 — 2023, Singapore

- I was involved in the rebranding process where a new tone, look and feel for the brand was created with my team. In addition I was involved in creating digital marketing campaigns and managing social media accounts.
- Furthermore I produced the design collateral: Brochures, flyers, event banners, event campaigns, motion graphics and illustrations for the social media platforms.
- I helped my design lead with our virtual graduation ceremony 2020 & 2021 amidst the pandemic. I led the planning process, video production and post-production. I taught myself live streaming software OBS Studio in order to stream pre-recorded videos live on YouTube. It helped me strengthen my design and time management skills as I had to multitask with my other responsibilities.
- **Skills:** Concept Development · Templates · Visual Communication · Email Marketing · Brand Awareness · Content Strategy · Digital Marketing · Time Management · Social Media Marketing · Live streaming · Leadership · Marketing Campaigns · Brand Guidelines

Visual Designer & Event Executive , United Language Centre

Feb 2023 — Jul 2023, Singapore

- Spearheaded the development of innovative branding elements, resulting in cohesive and compelling brand identity.
- Played a pivotal role in the planning and execution of diverse community building events, fostering a sense of inclusivity and engagement.

SKILLS

Digital Design

Content Design

Effective Time Management

Leadership Skills

Creativity and Problem Solving

Communication Skills

Digital Marketing

Editing Video

Graphic Design

Figma

Notion

- **Skills:** Concept Development . Branding . Corporate Templates . Digital marketing . Campaign design . Brand guide

EDUCATION

PSG College of Arts and Sciences , Bachelor's in Visual Communication

2012 — 2015, Coimbatore

Graduated with distinction

Orita Sinclair School of Design & Music, Diploma in Design Communication

2016 — 2017, Singapore