

Keshav Ganesh

Brand & Digital Designer

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About

Brand & Digital Designer with an MA in Graphic Design & Branding and experience creating brand identities, marketing campaigns, event graphics, presentations, branded content, and visual communications across print and digital platforms. My work combines branding, graphic design, photography, and visual storytelling to create engaging experiences across digital, social, event, and marketing channels. I have experience developing conference branding, corporate communications, presentations, marketing materials, email communications, and content-led campaigns that help organisations communicate effectively with their audiences. Alongside design, I have experience formatting and designing PowerPoint presentations, creating email communication assets, developing brand-aligned materials, and translating complex information into clear and engaging visual content. Proficient in Adobe Creative Suite and Figma, I am passionate about creating thoughtful, audience-focused design solutions that combine creativity with strategic thinking.

Skills

- Brand Identity Design & Digital Campaign Design
- Marketing & Event Graphics
- Social Media Design
- Presentation Design & PowerPoint
- Information Design & Infographics
- Website & Landing Page Design
- Email Marketing Design
- Brand Guidelines & Visual Consistency
- Typography & Layout
- Photography & Content Creation
- Visual Storytelling
- Adobe Creative Suite
- Figma
- Adobe Premiere Pro

Professional Experience

- **Graphic Designer | Vidzpro Services, Bangalore (July 2022 - May 2023)**
 - Designed marketing collateral, event graphics, presentations, branded assets, and communication materials for clients across print and digital channels.
 - Produced visual content for international technology events and corporate communications while maintaining brand consistency.
 - Designed infographics and information design assets that transformed complex information into engaging and accessible visual content.
 - Created and formatted client-facing presentations and communication materials aligned with business and marketing objectives.
 - Developed email communication assets and marketing materials while maintaining visual consistency across touchpoints.
 - Contributed to the development, implementation, and maintenance of company brand guidelines across marketing and communication outputs.
 - Collaborated with clients and stakeholders to develop creative concepts and deliver projects from brief through final production.
 - Managed multiple projects simultaneously while maintaining quality standards and meeting deadlines.
- **Graphic Design Trainee | BOSCH, Coimbatore (November 2021 - May 2022)**
 - Designed and formatted large-scale PowerPoint presentations for internal stakeholders, project teams, and business functions.
 - Developed visual communication materials, infographics, diagrams, and branded assets to support project reporting and stakeholder engagement.
 - Structured complex technical information into clear, audience-focused presentations and communication materials.
 - Created charts, process visuals, educational content, and presentation assets that improved information clarity and communication effectiveness.
 - Maintained brand consistency across presentations, documentation, and internal communications.
 - Collaborated with business teams to improve the visual quality and effectiveness of technical communications.
- **Team Leader | Boots, St Albans (August 2024 - Current)**
 - Lead a team within a fast-paced customer-focused retail environment while maintaining high operational and service standards.
 - Coordinate daily priorities, manage competing demands, and support business objectives through effective communication and organisation.
 - Collaborate with colleagues and management to deliver a positive customer experience and achieve performance targets.

Selected Design Projects & Independent Practice

- Developed a motorsport campaign using original photography captured at Silverstone Circuit, creating a cohesive range of social, digital, and marketing assets that explored how a global motorsport event could be promoted across multiple channels.
- Produced event branding, conference graphics, presentations, and communication materials for international technology events, including large-scale visual assets, branded collateral, and information design.
- Created infographics, presentations, email communication assets, and marketing materials for corporate audiences, translating complex information into clear and engaging visual content.
- Developed branding concepts, advertising campaigns, and promotional assets for consumer and corporate brands, combining strategic thinking, typography, and visual storytelling.
- Conducted research-led design projects focused on media influence, public perception, accessibility, and information design, applying branding and communication principles to complex topics.
- Combined photography, graphic design, and content creation to produce integrated visual campaigns, marketing materials, and creative projects across digital and print platforms.

Education

- **MA Graphic Design and Branding**
University of Hertfordshire
- **B.Sc Visual Communication**
Kumaraguru College of Liberal arts and Science