

# SHILPA BANSAL

## GRAPHIC DESIGNER

### ABOUT ME

Hello, I'm an experienced graphic designer with a passion for crafting captivating visual stories. With a strong eye for detail and a flair for innovation, I specialize in delivering impactful design solutions through collaborative teamwork. My expertise lies in translating ideas into compelling designs that resonate with audiences, making every project a unique creative journey.

### SOFTWARES

Adobe Photoshop



Adobe Illustrator



Adobe After Effects



Adobe XD



Adobe Premiere Pro



Autodesk 3ds Max



### CONTACT INFO



+91-9718996839



banshilpa114@gmail.com



Janakpuri, New Delhi



1712\_Shilpa



### WORK EXPERIENCE

#### AFFILSOFT

July 23 - Present

#### Graphic Designer

Graphic Designer at Affilsoft Pvt. Ltd. since July 2023. Design for digital/print, follow brand guidelines, and contributed to 30% website engagement increase. Recognized for enhancing brand messaging through creative design.

#### GUBBINS

Feb 21 - Jun 23

#### Graphic Designer

I served at Vesure Technologies Pvt Ltd from Feb 2021 to Jun 2023. This company operates in the logistics sector under the brand name Gubbins. In my capacity as a Graphics Designer, my role encompassed both offline and online design tasks. This included creating designs for print materials, social media content, UI/UX elements like banners, icons, and logos.

#### HAMMER AUDIO

Oct 20 - Nov 20

#### Freelance 3d Animator

I undertook a freelance project for Hammer Audio, involving a 3D animation for their latest product. Subsequently, I conducted refinements using After Effects to enhance the final output.

#### BOLD INTERIOR

Aug 20 - Oct 20

#### Freelance 3d Artist

I engaged in a freelance project with Bold Interior, marking my initial venture into 3D design. For this assignment, I was responsible for creating 3D interior models complete with texturing, lighting, and a touch of animation, all culminating in the rendering process.



### EDUCATION

#### MAAC (2018-2020)

#### Certification

I completed my design course at Maya Academy of Advanced Cinematics (MAAC), gaining valuable graphic designing skills that combine creativity, technical expertise, and a strong sense of aesthetics.

#### IGNOU (2018-2022)

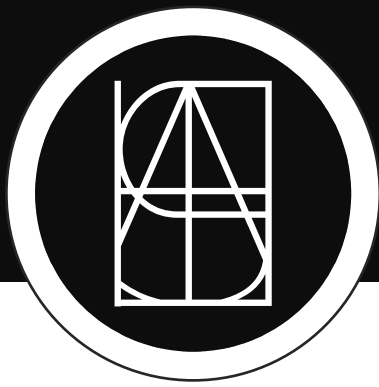
#### BA

Successfully completed my education at IGNOU, demonstrating dedication and commitment throughout my academic journey.

#### KV JANAKPURI (2016-2018)

#### High School

I completed my high school education in 2018 from Kendriya Vidyalaya Janak Puri, specializing in the non-medical stream.



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### SKILLS

Proficient in Photoshop, Illustrator, After Effects, Premiere Pro, Adobe XD, and 3ds Max, I excel in editing, motion graphics, 2D & 3D animation, and design. My expertise includes 3D modeling, interior design, logo animations, video editing, vector art, branding, web/UI/UX design, and packaging design.

I also know how to work with Adobe InDesign, Adobe Animate CC, and Microsoft Office. Complemented by practical experience in effectively utilizing Mailchimp for email marketing and Firebase for creating notifications.