YeshKunal Goli

Sr. Graphic Designer | Motion Designer | Brand Specialist
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🌐 Portfolio: yeshgoli.in
🌐 Languages: English, Hindi, Telugu, Marathi

Summary

Creative and detail-oriented Senior Graphic Designer with 6+ years of experience building brand identities, campaign assets, and motion design across digital and print. Proven track record of driving engagement through strategic design, collaborating cross-functionally with UI/UX, marketing, and development teams. Skilled in Adobe Creative Suite, Figma, and video editing. Adept at mentoring junior designers and delivering impactful visuals that align with brand and business goals

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Professional Experience

NxtWave Disruptive Solutions, Hyderabad — *Sr. Graphic Designer (*June 2023 – Present*)*

- Led the design of 50+ high-converting event creatives, web banners, and social visuals using **Photoshop, Illustrator, and Figma**, aligned with branding and product goals.
- Served as the primary choice for client-facing design needs, consistently delivering standout creative that enhanced trust and customer satisfaction.
- Mentored junior designers and led peer review sessions across a 20+ member creative team, improving visual output and collaboration.
- Designed investor pitch decks and executive presentations in **PowerPoint**, supporting leadership in funding and business development.
- Created **motion graphics using After Effects**, increasing social reach by 35% through visual storytelling and animations.
- Developed brand books and identity systems for multiple **sub-brands**, ensuring cohesive visual standards across platforms.
- Partnered with UI/UX teams by delivering icons, banners, and campaign visuals integrated into product interfaces and landing pages.

Yumzy (A Brand by LAALSA), Hyderabad — *Sr. Graphic Designer (*May 2020 – Sep 2022*)*

- Built **Yumzy's brand identity from the ground up**, including logo design, app graphics, and packaging using **Photoshop and Illustrator**.
- Partnered with marketing to produce engaging low-budget **video ad content** using **Premiere Pro and After Effects**, boosting regional engagement.
- Implemented a **Python automation script** that reduced daily banner design workload from 8 hours to under 1 minute.
- Created 200+ visual assets tailored for Tier 2 and Tier 3 markets, strengthening user trust and engagement.
- Designed branded websites and POS system visuals for **YumzyX**, enabling restaurants to operate independent ordering platforms.
- Developed multi-channel advertising collateral for **BRICSHARE**, a real estate sub-brand, promoting land investments around Hyderabad and Bangalore.

Teestory, Hyderabad — *Graphic Designer (*Jan 2019 – Mar 2020*)*

- Rapidly promoted from Junior Designer to lead T-shirt design campaigns; created 200+ original designs, with 60+ becoming platform bestsellers.
- Worked on official licensed designs for **Marvel, Warner Brothers, HBO, Cartoon Network**, and hit shows like **Game of Thrones, Friends**, and **The Big Bang Theory**.
- Produced social media creatives and T-shirt mockups in **Photoshop**, supporting marketing across digital platforms.
- Shot and edited **video ad campaigns** for e-commerce sales using **Premiere Pro**, increasing campaign conversions.
- Led seasonal and limited-edition collections through data-driven trend analysis and close collaboration with marketing and production teams.
- Optimized design workflows to reduce revision time and improve turnaround for high-volume campaigns.

Skills

- **Design**: Photoshop, Illustrator, InDesign, Lightroom, Figma
- **Motion/Video**: Premiere Pro, After Effects
- **Tools**: Microsoft PowerPoint, Word
- **Other**: Branding, Packaging, Campaign Design, Motion Graphics, Social Media Creatives, Pitch Decks

Awards

- *Performer of the Month* – Yumzy (Oct 2021)
- *Top & Best-Selling T-Shirt Designer* – Teestory (Dec 2020)

Education

- **B.E. – Computer Science Engineering**
  Methodist College of Engineering & Technology, Hyderabad (2014 – 2018)

- **Intermediate (Class 11–12)**
  Narayana Jr. College, Hyderabad (2012 – 2014)

- **S.S.C. (Class 10)**
  Matrusri School, Hyderabad