

DRISHYA SUBRAMANIAM

Graphic Designer & Illustrator | 4+ Years Experience

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Graphic Designer with a passion for visual storytelling and immersive experiences. Experienced in branding, typography UI/UX and illustration, with strong attention to detail.

WORK EXPERIENCE

Juspay Technologies, India (August 2020 - August 2023)

- Graphic Designer
 - Achieved a 30% increase in brand awareness by developing a consistent brand language across [marketing materials](#) (print and digital media - brochures/banners/presentations) and social media.
 - Led design and implementation of high-profile [exhibitions](#) and global product launches, collaborating with cross-functional teams and external vendors, resulting in increase in attendee traffic by over 25%.
 - Established illustration style guide for [Juspay Blog](#), boosting team efficiency by 75% with an asset library.
 - Managed a team of graphic designers, ensuring timely project delivery in a collaborative environment.
 - Enhanced team efficiency through photography, photo editing and developing mockups for internal repository.
- UI/UX Designer
 - Demonstrated time management by storyboarding [videos](#) within 24 hours, while learning after effects.
 - Conceptualised and designed Juspay's fintech [website](#) using Figma, boosting global user traction by 60%.
 - Created illustrations and developed the UI/UX design for the mobile apps - [Gem Sahay \(lending platform\)](#) and [Namma Yatri \(ride-hailing app\)](#).
 - Designed a comprehensive icon set for the payment dashboard navbar, encompassing all UI stages.

Alokki, India

Graphic Designer

- Successfully completed a complex project for a jewellery brand (logo, brand system, packaging design, [website design](#)) within a tight timeframe, showcasing exceptional time management skills.

ColourCraftStudio, India (January 2020 - May 2020)

Graphic Designer

- Demonstrated expertise in branding and website design by building comprehensive brand systems, including packaging design, collaterals, presentations, and websites for [asset management platforms](#).

AP Janmabhoomi (March 2019 - June 2019)

- Design Intern -Created social media graphics and metrics reports to increase awareness of education for a non-profit organization by the Government.

EDUCATION

University of the Arts, London (2023-2024)

Graduate Diploma in Graphic Design

National Institute of Fashion Technology (2016-2020)

Bachelors in Fashion Communication, CGPA - 8.7

- **Awarded Meritorious Award II** - Graduated amongst the top two in my class from NIFT, Mumbai

SOFTWARES SKILLS

Adobe Illustrator | Photoshop | Indesign | After Effects | Figma | Procreate | Blender
Typography | Conceptualising | Colour Theory | Critical-thinking | Print Production