

# Vijay Kanth

Unleashing Creative Brilliance



Portfolio ↗



## CONTACT



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www.vijaykanth.in

## EDUCATION

**Diploma/Certificate Course, Graphic Design**  
PRS Design Institute

Jan 2016 - Jan 2017

**Bachelor of Technology (Mech)**  
JNTUK

Jun 2013 - Jan 2017

## SKILLS

Graphic Design

Branding & Visual Identity

Typography & Layout Design

Print & Offline Media Design

Digital & Social Media Creatives

UI / UX Design

Adobe Creative Suite

Generative AI Tools

Campaign & Performance Ads

Time Management & Quick Turnaround

Team Leadership & Intern Training

Experienced Graphic Designer with a background spanning marketing, advertising, real estate, print media, and e-commerce. Brings strong hands-on expertise in developing clear and compelling visual communication across digital and offline platforms. Highly proficient in Adobe Creative Suite, including Photoshop and Illustrator, with extensive experience in logo design, digital advertising, social media creatives, and end-to-end branding systems.

Consistently played an integral role in shaping brand presence and contributing to overall company growth. Leverage advanced generative AI tools to streamline workflows, accelerate execution, and expand creative possibilities, while maintaining strong creative judgment, precision, and brand consistency. Takes a thoughtful, strategy-led approach to design, combining creativity and technology to build impactful brand identities, engage audiences, and support business objectives.

## EXPERIENCE

### AI DESIGN AND INNOVATION SPECIALIST

3DM Agency | Hyderabad

MAR 2022 - Present

Managed high-priority brands including L&T Metro, Auro Realty, Sattva Group, Radhey Group, Urbanrise, and Sri Aditya, delivering high-quality creative outputs within tight deadlines. Developed branding assets, social media creatives, performance ads, and integrated campaign visuals aligned with brand objectives.

Utilized Adobe Creative Cloud and Generative AI tools to enhance efficiency, consistency, and creative execution. Collaborated closely with internal teams and clients while adhering to strict brand guidelines. Achieved consistent one-time approvals, exceeded monthly output targets, and supported marketing and performance teams with visual assets across real estate, digital campaigns, and print media, while improving turnaround time without compromising design quality.

### GRAPHIC DESIGNER

Vani Institute | Hyderabad

JAN 2020 - FEB 2022

Handled a wide range of design responsibilities in-house including banners, website creatives, UI & UX layouts, typography, and branding materials. Supported marketing and academic teams with quick-turnaround designs for promotions, admissions, and digital platforms. Contributed to maintaining visual consistency across web, print, and digital assets, ensuring designs aligned with brand guidelines and communication goals. Worked efficiently in a fast-paced environment, delivering quality outputs within tight timelines.

### JR GRAPHIC DESIGNER

ABN AndhraJyothi | Andhra Pradesh

JAN 2017 - DEC 2019

Started the design career at ABN AndhraJyothi, gaining strong experience in offline and newspaper advertising. Worked on daily production creatives and print layouts, handling AP state-level designs across editions. Supported digital ad adaptations, building a solid foundation in print standards, typography, and deadline-driven workflows.