

Abhishek Thakur

Design Lead | Marketing Experience Design

Designing high-impact brand and digital experiences that convert attention into action.



Summary:

Design professional with 10+ years of experience across marketing design, UI/UX, multimedia, and print. Experienced in delivering end-to-end design execution for digital and offline initiatives, with a strong focus on usability, visual clarity, and consistency. Proven ability to support marketing objectives through well-structured, performance-oriented design solutions.

Work Experience:

April 2025 - Present
Pune, Maharashtra

InfoVision Design Lead

Responsible for hands-on design execution across marketing and digital initiatives. The role involves designing core assets, supporting campaign delivery, and maintaining visual standards across touchpoints.

Aug 2022

InfoVision Senior Design Specialist

Key Responsibilities:

- Designed and executed marketing collaterals including landing pages, campaign creatives, presentations, and digital assets
- Created and optimized landing pages with focus on usability and conversion performance, including A/B testing support
- Applied user-centered design principles to improve clarity and effectiveness of marketing materials
- Worked closely with marketing teams to translate requirements into structured visual outputs
- Supported in-house video initiatives through design inputs and visual alignment
- Designed and refined social media creatives to support engagement and consistency
- Integrated AI-powered creative tools into design workflows to accelerate concept generation and content production
- Utilized AI platforms for image generation, visual exploration, video concepts, and rapid creative iterations

Oct 2018 - Aug 2022
Pune, Maharashtra

Harbinger Group

Senior Visual Designer

Worked as a core designer contributing to digital, UI, and offline marketing initiatives.

Key Responsibilities:

- Designed marketing collaterals such as presentations, eBooks, infographics, and event materials
- Created reusable design templates to improve efficiency and consistency
- Developed UI mockups and prototypes to support digital experiences
- Supported video marketing through post-production editing and motion graphics
- Delivered print and digital creatives from concept through final output

Dec 2017 - Aug 2018
Pune, Maharashtra

Syska LED

Executive Graphic Designer

Handled execution of design requirements across packaging, digital platforms, and physical branding.

Key Responsibilities:

- Designed product packaging for multiple business verticals
- Supported website design and digital content initiatives
- Created brochures, in-shop branding, store activations, and trade show materials
- Ensured adherence to brand guidelines across all deliverables

May 2015 - Aug 2017
Aurangabad, Maharashtra

OM Kreations

Multimedia Content Developer

Contributed to design and multimedia projects across print and digital platforms.

Key Responsibilities:

- Designed brand communication materials based on client requirements
- Executed multimedia assets including layouts, graphics, and visual content
- Supported projects through all stages of execution

Professional Highlights:

- Designed 50+ enterprise whitepapers, eBooks, and marketing collateral for B2B campaigns
- Created 100+ case studies, landing pages, and digital assets across multiple industries
- Led visual design execution for website revamps and marketing campaigns
- Mentored and guided junior designers, ensuring creative quality, consistency, and timely project delivery

Award & Recognition:

Received the 2025 Annual Excellence Award at InfoVision for outstanding contribution to creative and marketing initiatives

Software Proficiency:



Graphic Design:

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Lightroom
- CorelDRAW



Video Editing:

- Adobe Premiere Pro
- Adobe After Effects
- Final Cut Pro



AI Tools:

- Claude Code / Design
- ChatGPT
- Gemini
- Higgsfield
- Midjourney



Web Design :

- Adobe Dreamweaver
- Adobe Flash



Audio Editing:

- Adobe Audition
- FL Studio



3D Modeling:

- Blender
- 3DS Max

Education:

Degree in Bachelor of Computer Science

- Department: Computer Science
- Institution: Pratishthan Mahavidyalaya, Paithan
- University: Dr. Babasaheb Ambedkar Marathwada University, Aurangabad
- City: Aurangabad, Maharashtra

Post Graduate Program in Multimedia

- Department: Graphic Design & Animation
- Institution: Xplora Design Skool
- City: Aurangabad, Maharashtra



Higher Secondary Certification

- Department: Computer Techniques (MCVC)
- Institution: Vivekanand College, Aurangabad
- City: Aurangabad, Maharashtra

Secondary School Certification

- Institution: Kids Kingdom English High School
- City: Aurangabad, Maharashtra

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