**Ashrita Chavali**

Portfolio:www.ashritachavali.com | P: 510-789-9414 | chavaliashrita@gmail.com | linkedin.com/in/ashritachavali

**EXPERIENCE**

**Resolve Systems – Campbell, California**

*Graphic Designer and Animator**June 2022 – Present*

* Implemented a comprehensive design system, including style guides and component libraries, to ensure brand consistency and efficiency in design workflows; reduced design production time by 25% and improved cross-team collaboration
* Collaborated cross-departmentally to create visually captivating resources (information sheets, posters, event collateral, brochures, tshirts, large format signage and sales presentations) for multi-faceted enterprise marketing campaigns, utilizing creative briefs to produce impactful print and digital multimedia that increased brand awareness by 40% and drove a 15% boost in demand generation
* Led an end-to-end web design revamp leveraging Wordpress, resulting in a 30% increase in organic search traffic and a 25% improvement in overall customer experience
* Developed and implemented an engaging exhibition for the internal GTM kickoff, showcasing concept-inspired designs that transcended project boundaries and channels, igniting brand excitement and driving cross-functional cooperation

**GreeneStep Technologies Inc – Bangalore, India**

*Visual Designer**June 2021 – June 2022*

* Designed print and digital marketing collateral, such as email, social media graphics, editorial design, white papers, and brochures, which led to a 25% increase in customer engagement and a 10% rise in sales conversions
* Created visually compelling motion graphics and edited product demo videos, generating 40% growth in brand awareness on social media and YouTube
* Revamped landing page design, leveraging A/B testing and user behavior analysis to drive a 30% increase in click-through rates and a 25% improvement in visitor engagement
* Established a solid branding and design system with documentation and usage guidelines for logo and corporate visual assets and presented them to stakeholders

**A Bowl Full of Love Short Film – San Jose, California**

*Director and Screenwriter**August 2020 – May 2021*

* Directed and managed 20 artists spanning story, art direction, animation, illustration, and stop motion departments, driving the successful creation of an internationally acclaimed short film
* Executed a high-quality composite of the film in Adobe AfterEffects within a tight 2-week deadline, seamlessly integrating visual effects and enhancing overall cinematic experience

**Automation Anywhere – San Jose, California**

*Graphic Design Intern**June 2018 – August 2018*

* Developed various marketing collateral, including brochures and infographics, causing a 30% increase in lead generation and a 10% rise in customer acquisition
* Produced brand-approved presentations in Microsoft Powerpoint for webinars and client-facing meetings, working on multiple projects in a deadline-oriented, fast-paced environment

**EDUCATION**

**SAN JOSE STATE UNIVERSITY – San Jose, California** *May 2021*

Bachelor of Fine Arts, Animation/Illustration

**ADDITIONAL**

**Technical**: Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, Indesign), G Suite, Microsoft Powerpoint, Figma, Design Thinking, Web Design, Animation, 3D Design, Graphic Design, Presentation Design, Motion Graphics, Video Editing, Corporate Branding, Event Design, Concept Development

**Certifications & Training:** Digital Marketing @ Hubspot Academy, Certified Scrum Master