

# PAVITHRA S

## Graphic Designer & Illustrator



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[www.pavithraportfolio.com](http://www.pavithraportfolio.com)

### SUMMARY

A passionate Graphic Designer with 5+ years of experience bringing children's educational content to life. Specializes in designing textbooks for KG to Class 2, blending fun, functionality, and visual storytelling. Known for creating bright, engaging layouts that make learning enjoyable for young minds. Skilled in illustration, layout design, and brand communication across print and digital formats. Combines creativity with precision to deliver visually engaging and educational content that connects with young audiences.

### WORK EXPERIENCE

#### Graphic Designer

**Sapience Publications, Chennai, India**

**Sep 2024 – Present**

- Designed and developed 750+ pages of children's learning content (KG to Class 2).
- Created 25+ book covers across Pre-KG to Class 1.
- Designed packaging solutions – boxes, sticker sheets, and Happy Hands kits.
- Produced traditional illustrations (15+ hand-rendered artworks) alongside digital designs.
- Contributed to brand-building initiatives by designing marketing collaterals, social media assets, and assisting with Instagram shoots through creative styling inputs.
- Managed multi-format design projects (print, packaging, digital, and shoots), maintaining brand consistency and workflow adaptability.

#### Multimedia Designer

**Karadi Path Education Company Chennai, India**

**Fed 2023– Mar 2024**

- Worked on projects for children Book cover, Book layouts and hand-rendered illustration and Digital Art etc.
- Worked on Print Design, Advertising Campaigns, Web Design, content for social media and Digital platforms and stage and stall design and invitation for events, Mobile app design etc.

Creative designer

Altus Quantum Business Solutions Pvt Ltd, Chennai, India

Jan 2020 – Dec 2023

→ To work on brand identity.

→ To work on advertising design like magazines, banners posters & flyers

→ To work on ad posts for social media marketing

→ To work on the website designs and packaging designs

→ Involved in all other aspects of design contribution to the company, like photo-shooting, concepts for ad shoots, etc...

EDUCATION

Bachelor of visual arts

Stella Maris College Chennai, India(Affiliated to the University of Madras)

CGPA – 6.4 | 1st class

I am a resourceful and enterprising Visual Art graduate, possessing a significant background in Graphic design, illustration, and textile design. My education in visual arts enhances my solid creative, instructional, and leadership capabilities. Highly creative and multi-tasking Visual Designer.

Jun 2016 – Aug 2020

Everwin matriculationHigher Secondary school chennai

mark :90%

June 2014 – Aug 2016

CERTIFICATIONS

Google UI/UX Designing

coursera online course

Sep 2022

UI/UX DESIGNING

ITLH Software training institute in Navi Mumbai, Maharashtra.

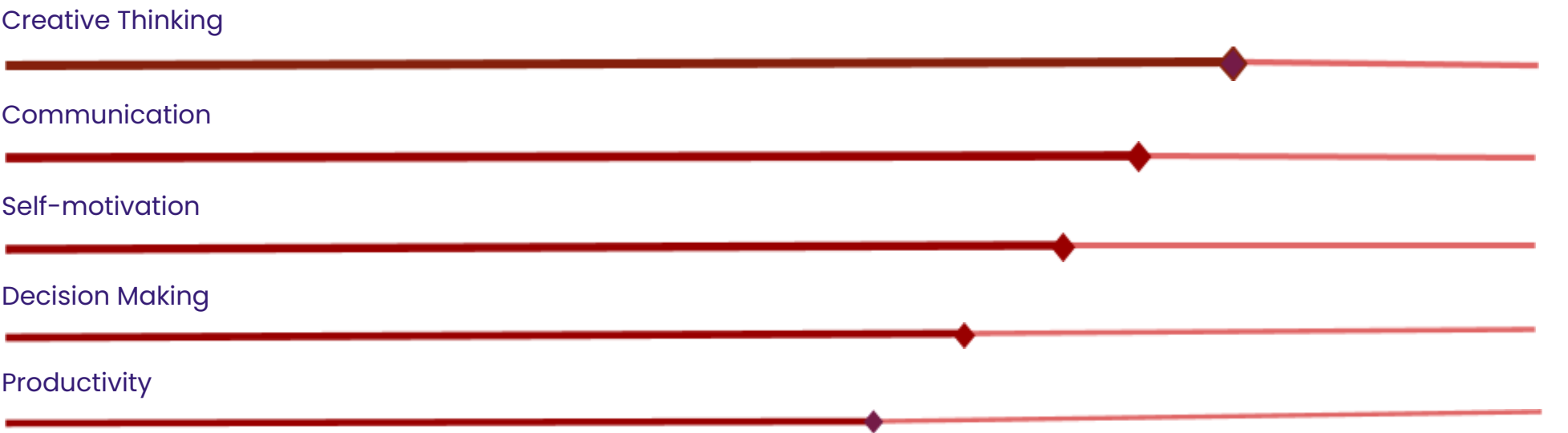
May 2022

Graphic Visual Design

Arena animations, Anna nagar

Jul 2018

PERSONAL SKILLS



TECHNICAL SKILLS

Adobe Photoshop 90%	<div><div></div><div></div><div></div><div></div><div></div></div>	Adobe animate cc 60%	<div><div></div><div></div><div></div><div></div><div></div></div>
Adobe Illustrator 90%	<div><div></div><div></div><div></div><div></div><div></div></div>	Adobe XD 70%	<div><div></div><div></div><div></div><div></div><div></div></div>
CorelDRAW 90%	<div><div></div><div></div><div></div><div></div><div></div></div>	Figma 70%	<div><div></div><div></div><div></div><div></div><div></div></div>
Adobe Indesign 70%	<div><div></div><div></div><div></div><div></div><div></div></div>		

AWARDS & ACHIEVEMENTS

<b>1st prize in POST CARD MAKING</b> Stella Maris College	<b>Dec 2018</b>
<b>2nd prize Best COMICS artist</b> Arena Animation, Anna nagar	<b>July 2018</b>
<b>National seminar : " LOOKING BEYOND : Confluence of Art &amp; Design"</b> Stella Maris College	<b>Dec 2018</b>
<b>International conference: "Circles of creativity paradigms in art &amp; design"</b> Stella Maris College	<b>Dec 2018</b>