

PAVITHRA S

Graphic Designer & Illustrator

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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

Jan 2020 – Dec 2023

Altus Quantum Business Solutions Pvt Ltd, Chennai, India

- 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

Jun 2016 – Aug 2020

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.

Everwin matriculation Higher Secondary school chennai

June 2014 – Aug 2016

mark :90%

CERTIFICATIONS

Google UI/UX Designing

Sep 2022

coursera online course

UI/UX DESIGNING

May 2022

ITLH Software training institute in Navi Mumbai, Maharashtra.

Graphic Visual Design

Jul 2018

Arena animations, Anna nagar

PERSONAL SKILLS

Creative Thinking



Communication



Self-motivation



Decision Making



Productivity



TECHNICAL SKILLS

Adobe Photoshop 90% 

Adobe animate cc 60% 

Adobe Illustrator 90% 

Adobe XD 70% 

CorelDRAW 90% 

Figma 70% 

Adobe Indesign 70% 

AWARDS & ACHIEVEMENTS

1st prize in POST CARD MAKING

Dec 2018

Stella Maris College

2nd prize Best COMICS artist

July 2018

Arena Animation, Anna nagar

National seminar : " LOOKING BEYOND : Confluence of Art & Design"

Dec 2018

Stella Maris College

International conference: "Circles of creativity paradigms in art & design"

Dec 2018

Stella Maris College