Navjot Singh

Senior Graphic Designer | Creative Lead | Brand & Digital Design

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PROFESSIONAL SUMMARY

Creative Design Head and Multimedia Designer with 13+ years of expertise in Graphic Design, Video editing, motion graphics, and impactful corporate presentations (Microsoft PowerPoint). Proven success leading multidisciplinary teams and producing end-to-end visual content across digital, social media, print, and video platforms. Expert in brand identity development, promotional campaign assets, video production, and executive presentation design. Adept at transforming complex business concepts into compelling visual narratives that drive audience engagement, brand loyalty, and conversions.

PROFESSIONAL EXPERIENCE

Senior Graphic & Video Design Lead | Softtrix Tech Solution Pvt. Ltd. *June 2022 – Present*

- Lead a creative design team overseeing graphic production, high-impact video editing, motion graphics, and corporate PowerPoint presentations across multi-channel campaigns.
- Produce engaging promotional video content, social media ad creatives, and marketing collateral that successfully drive digital user acquisition and brand awareness.
- Design elite executive-level Microsoft PowerPoint pitch decks and presentation templates that effectively communicate complex value propositions to stakeholders and clients.
- Ensure rigorous brand consistency and visual excellence across 10+ concurrent client engagements, managing asset delivery from concept to final export.

Creative & UX Consultant | Artefect (m-orpheus.com)

May 2021 – April 2022

- Spearheaded visual communication and multimedia asset creation for diverse enterprise digital projects across automotive, banking, and beauty sectors.
- Designed high-converting marketing graphics, promotional banners, and interactive presentation layouts for key global accounts including Reckitt, Nissan, and L'Oréal.
- Collaborated with marketing teams to produce cohesive branding elements, digital advertisements, and video assets that elevated user engagement.

Graphic Designer & Multimedia Lead | Softtrix Tech Solution Pvt. Ltd.

June 2017 – February 2021

- Directed graphic design and video editing workflows for web and mobile campaigns, transforming client objectives into striking visual assets.
- Created professional promotional videos, social media motion graphics, and custom Microsoft PowerPoint presentations for high-profile client pitches.
- Designed extensive marketing collateral, print assets, and brand identity packages while maintaining strict visual standards.

Lead Graphic & Web Designer | Dapple Media, Mohali

October 2013 – June 2017

- Delivered creative graphic solutions including packaging, advertising materials, social media creatives, and corporate identity branding.
- Produced video assets and promotional animations to support digital marketing strategies and client product launches.

Freelance Work - Creative Graphic Designer & 3D Artist | Think360 Studio, Chandigarh

May 2011 – September 2012

- Designed marketing graphics, visual media layouts, and promotional print collateral for various commercial clients.
- Created 3D walkthroughs, architectural visualizations, and motion graphics to showcase complex product concepts.

Internship - Graphic Designer & Web Layout Artist | Sebiz Infotech, Mohali

January 2010 – July 2011

- Designed high-quality website graphics, logos, banners, and digital marketing materials using Adobe Creative Suite.
- Assisted in crafting presentation materials and visual assets to support internal and client-facing communication.

CORE COMPETENCIES

- **Creative & Design Leadership:** Visual Communication, Brand Identity, Multidisciplinary Team Mentorship, Creative Direction
- **Graphic Design & Print:** Promotional Campaigns, Social Media Ad Design, Marketing Collateral, Packaging, Print Assets
- **Video Editing & Motion:** Video Production, Post-Production Editing, Motion Graphics, Visual Effects, 3D Walkthroughs
- **Presentation Design:** Executive Microsoft PowerPoint Decks, Pitch Books, Visual Storytelling, Corporate Templates

TECHNICAL SKILLS

- **Graphic Design & Imaging:** Adobe Photoshop, Illustrator, InDesign, CorelDRAW
- **Video Editing & Animation:** Adobe Premiere Pro, After Effects
- **Presentation & Office Tools:** Microsoft PowerPoint (Advanced Pitch Decks & Animation), Keynote, Google Slides
- **UI/UX & Prototyping:** Figma, Adobe XD
- **Marketing & Project Management:** Klaviyo, Omnisend, JIRA, Trello, Slack

PORTFOLIO HIGHLIGHTS

Featured Design, Presentation & Video Projects:

- **Marketing Design & Campaign Graphics:**
  https://drive.google.com/drive/folders/1-0farizRte-9JJalxuc4EP8AMFHCyMot?usp=sharing
  https://drive.google.com/drive/folders/1IKrhzk3sQ90qKNt0ms83k3Y6GqZkQPBp?usp=sharing
  https://figmashort.link/tHp3pN

- **Executive PowerPoint Presentations & Pitch Decks:**
  https://drive.google.com/drive/folders/1_ftgIvb4teYB_3wA8WT3fbW7elMddwoA?usp=sharing|

- **Video Editing & Motion Creative Samples:**
  https://drive.google.com/drive/folders/1sQN01qQpjW8s_Iy56oUg54JZZGv2E2Wq?usp=sharing

- **Brand Identity & Collateral Portfolio:** https://contra.com/navi_singh_mk3i1k1y/work?r=navi_singh_mk3i1k1y

- **Dashboard Kits:**
  https://figmashort.link/kiShfM
  https://figmashort.link/wJmWK7
  https://figmashort.link/HSNy8w

MAJOR CLIENTS

Kreditbee | NAVI Loans | Walker & Hunt | Fabulate | Nissan-cedar | Reckitt-Nestle | Jubilee Tanzania

EDUCATION & LANGUAGES

- **Education:** Bachelor of Science in Animation — Manonmaniam Sundaranar University (June 2013) | Diploma in Graphics & Animation — Aptech Ltd. (April 2008)
- **Languages:** English, Hindi, Punjabi