

SAGAR BARAD

Creative Visual Designer

Productive and detail-oriented graphic designer with prime skill level and experience in various forms of design work such as logo design, UX research, UI design, presentation design, print. A fast-paced learner with extensive proficiency in Adobe suite, Figma & Notion.

Work Experience

Creative Consultant

SA'GAR- sagarbarad.info, MN- USA | Feb 2020- Present

School Projects:

- Sketched, designed, and developed packaging design for a hypothetical Chocolate Bar- Bored Panda making it the TOP 5 likable packaging designs in class.
- Ideated and designed hand lettering 'Hustle' project by creating customized hand-lettering and typeface.

Contracting Projects:

- Assisted a National Business Consulting Firm with its marketing effort, thus increasing social media impressions by 3X and decreasing paid marketing budgets by 2X.
- Designed and conceptualized digital marketing materials, including social media posts, newsletters with a frequency of 5 designed posts/per week.
- Collaborated with a regional mobility solution company in developing Website Content Management and Marketing efforts resulting in an increase of leads by 2X.

Graphic Design Intern

Salas O'Brien, Eagan, MN- USA | June 2021 – Present

- Supporting the Senior Creative Designer with day-to-day tasks including Brochure design, Presentation concepts, Resume template, Project profiles, and other Social media graphics and Illustrations.

Social Media Manager

Outkreate, Gujarat, INDIA | Nov 2018 – Aug 2019

- Established a strong social media presence and generated qualified 50+ leads with 0.15m reach, 0.3m impressions and 800+ unique link clicks for one of India's largest decorative laminate brand.
- Led a creative team of 10 members to create content and marketing strategies for Outkreate's premium clients, including CPG and Fortune 500 companies.
- Assisted the manager in implementing, tracking, and reporting web advertising campaigns, including PPC, Facebook, Twitter, LinkedIn Ads, etc., in line with brand strategy and marketing goals that helped increase customer satisfaction by 50 percent.

Social Media Manager

Nascent Infotech Pvt. Ltd., Gujarat, INDIA | May 2017 – Oct 2018

- Managed clients and social media for Gujarat's (IN) state independent Sports agency- Sports Authority of Gujarat.
- Built a strong digital and brand awareness presence by reaching 0.5million people in the state using organic and paid advertising.
- Led a creative team of 4 members to design social media posts, presentation design, and website graphics.

Contact

Portfolio: sagarbarad.info

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Education

Graphic Design AS

North Hennepin Community College,
Brooklyn Park, MN | Dec 2022

UX/UI Design Online Bootcamp Certification

Memorisely, Online Bootcamp | Oct 2021

Design Thinking Certification

eCornell, Cornell University's online learning
platform | Feb 2021

Software & tools

Adobe InDesign

Adobe Illustrator

Adobe Photoshop

Figma

Notion

Professional skills

Graphic Design

Typography

UX Research & UI Design

Print Design

Digital Promotions

Packaging Design & Strategy

Social Media Graphics

Presentation Decks

Logo Design