

# KARTHIKEYAN NAGANDIRAN

## Graphic Designer

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Dynamic and results-oriented Graphic Designer with over 6 years of experience in conceptualizing and executing impactful projects. Proven track record of maintaining brand consistency, refining designs through prototyping, and ensuring product quality from conception to production. Adept at staying updated with emerging trends to drive sales and brand appeal. Strong collaborator with excellent project management skills

## WORK EXPERIENCES

### Etiqa Insurance & Takaful | Dec 2023 – Current

Senior Digital Designer (Contract)

#### Key Achievements

- Developed and executed the design concept for the International Women's Day campaign, effectively conveying the brand message and resonating with the target audience, resulting in a **20% increase in the conversion rate for policy purchases**.
- Led the graphic design efforts for the Maybank TreatsPoints Campaign, creating a cohesive and impactful visual concept that enhanced the overall campaign experience and supported its strategic goals.

### Pantai Hospital Kuala Lumpur | Apr 2021 – Nov 2023

Senior Graphic Designer (Contract)

#### Key Achievements

- Spearheaded the conception, execution, and design implementation of the "Listen to your Heart with Pantai" campaign, resulting in a remarkable **15% increase in customer interest**.
- Steered the graphic design efforts for the "Fasten your Pink Ribbon" event, achieving a notable **20% boost in the conversion rate on social media platforms**.

### Lazada Group | May 2019 - Apr 2021

Graphic Designer cum Business Process Analyst (Contract)

#### Key Achievements

- Contributed to a **10% increase in overall site traffic** by assisting in the design and development of the Lazada website.
- Innovatively designed and implemented high-converting ad ideas for Chup Dulu (Lazada 9), **increasing the conversion rate by 50%**.
- Took the lead as the graphic designer for Lazada University events, achieving a **65% increase in ticket sales on social media against the target**.

### Big Centure Sdn Bhd | Jan 2017 - Feb 2019

Graphic Designer (Full-time)

#### Key Achievements

- Led graphic design efforts, **reducing printing costs by an average of 25%**.
- Managed the design and execution of the Flipnopreneurs Summit Mega event.

## EDUCATION

Limkokwing University,  
Cyberjaya | 2015 - 2016  
Creative Multimedia

IAC College, VSQ @ PJ City  
Centre | 2011 - 2014  
Multimedia Design

## CORE SKILLS

- Color Theory
- Composition and Layout
- Adobe Creative Suite
- Illustration and Photoshop
- Brand Identity Design
- Printing Design
- Marketing Collateral Design
- Trend Research
- Prototyping and Mockups

## SOFT SKILLS

- Creative Expertise
- Strategic Thinking
- Communication
- Attention to Detail
- Time Management
- Problem-Solving

## LANGUAGES

- English
- Malay
- Tamil