

Branding

Graphic Design

UI

**Motion Graphics** 

Visual Design

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**Farhan** here, a **Brand Designer** from India focusing on building brands with meaningful and humane connections.

# **EDUCATION**

2015 - 2018

# BA Animation and Graphic design

Sacred Heart College, Ernakulam, Kerala

# **TOOLS**

**Ai** Illustrator

**Ps** Photoshop

Ae After Effects

**F**igma

**Pr** Primiere Pro

Procreate

**N** Notion

# LET'S TALK

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# **EXPERIENCE**

# **Current** Lead Brand Designer

Phonepe (Fintech)

Led branding initiatives for Pincode, Indus, and Share.market, while also playing a key role in the PhonePe rebranding project.

# 2022-2023 Senior Creative Designer

Simpl (Fintech)

Worked with the product team to refine the app's visual language, then led the rebranding project from concept to completion with key stakeholders.

# 2020-2022 Design Manager

**Vymo** (CRM)

Lead the creative team in creating projects like production of all web, video, and branding.

#### **Motion Designer**

Created a wide variety of motion videos for brand and customer facing projects.

#### 2019-2020 Executive Designer

**Sigtuple** (Health Sector)

Overlook designs and execute collaterals adhering to the brand guidelines.

#### **2018-2019** Creative Lead

Colorcubes (Audio Video Sector)

Work independently and cooperatively create designs for multiple Audio and Video related projects with other teams.

# 2016-2017 Graphic Designer

**Webloom** (Design Studio)

Develop hand drawn & digital designs for clients.