



Kavitha Valiyaparampil

1108 Pedernales Trail, Irving TX 75063 • 817.713.7313

kavi.chirayil@gmail.com • www.kavithacreative.com • www.linkedin.com/in/kvaliya

My passion for design and my desire to expand my knowledge makes me an effective graphic artist. I am looking for an opportunity that will challenge me creatively and help me grow professionally.

Core Qualifications

- Adept at designing in multiple formats including digital, print, social media, and animations.
- Proficient at working with senior and C-suite clients individually, as well as working with large multi-department teams.
- Considerable experience in producing concepts and final art for large scale events.
- Worked with large Fortune 500 companies, including international clients.

Skills

Design Skills

- Layout
- Branding
- Typography
- Color Theory
- Marketing

Software Skills

- InDesign
- Illustrator
- Photoshop
- AfterEffects
- Premiere
- Premiere Rush
- Wordpress
- Powerpoint
- Keynote

Specialty Design Skills

- Prepress
- RIP Software
- Video Editing
- 3D Modeling software

Communication Skills

- Malayalam (Conversational)
- Spanish (Basic)

Experience

- Cactex Media** March 2021 - Present
 Art Director
 Work directly with clients to create a variety of marketing collateral including videos, websites, social media campaigns and branding. Also preform project manager responsibilities such as ensuring timelines are met, tracking project status, and ensuring client expectations are met.
- Javelin Agency** May 2017 - March 2021
 Graphic Designer
 Work with AT&T Business Marketing to create various internal and external facing collateral including executive presentations, digital documents, and social media graphics. Also provide promotional collateral and presentations for yearly nationwide AT&T hosted event.
- iTutorGroup** December 2016 - March 2017
 Graphic Designer
 Created all marketing design for an international parent company, including brand standards, websites, and various sales materials. Part of a team that developed overall campaign for promotional events, including booths and collateral . Established an internal process to improve workflow and team communication.
- XEROX** February 2013 - April 2017
 Art Director
 Created internal and external print marketing collateral for HCA Hospitals. Worked directly with marketing directors, doctors, nurses, and administrative assistants at each hospital to ensure branding needs were met. Part of team that spearheaded rebranding effort across all hospitals and clinics within the HCA network.
- MDVC Creative, AD Cetera** January 2012 - December 2012
 Art Director- Contract
 Created various print, web, and interactive marketing materials for a variety of local and national businesses including high profile clients such as Coca-Cola, Land Rover, and Mi Cocina.
- Pieter Andries Jewelers** March 2010 - December 2011
 Assistant Marketing Coordinator
 Coordinated all marketing opportunities and ensured brand standards.
- Gemmy Industries** July 2008 - February 2010
 Production Assistant Manager
 Produced all mock up production requests and assisted in running internal production house.
- Westinghouse IDC** June 2007 - July 2008
 Production Artist
 Designed packaging for various products for both conceptual and retail purposes and worked with overseas production team to ensure quality.
- Education** August 2002 - March 2007
Louisiana Tech University
 Bachelors in Fine Arts
 Concentration in Communication Design