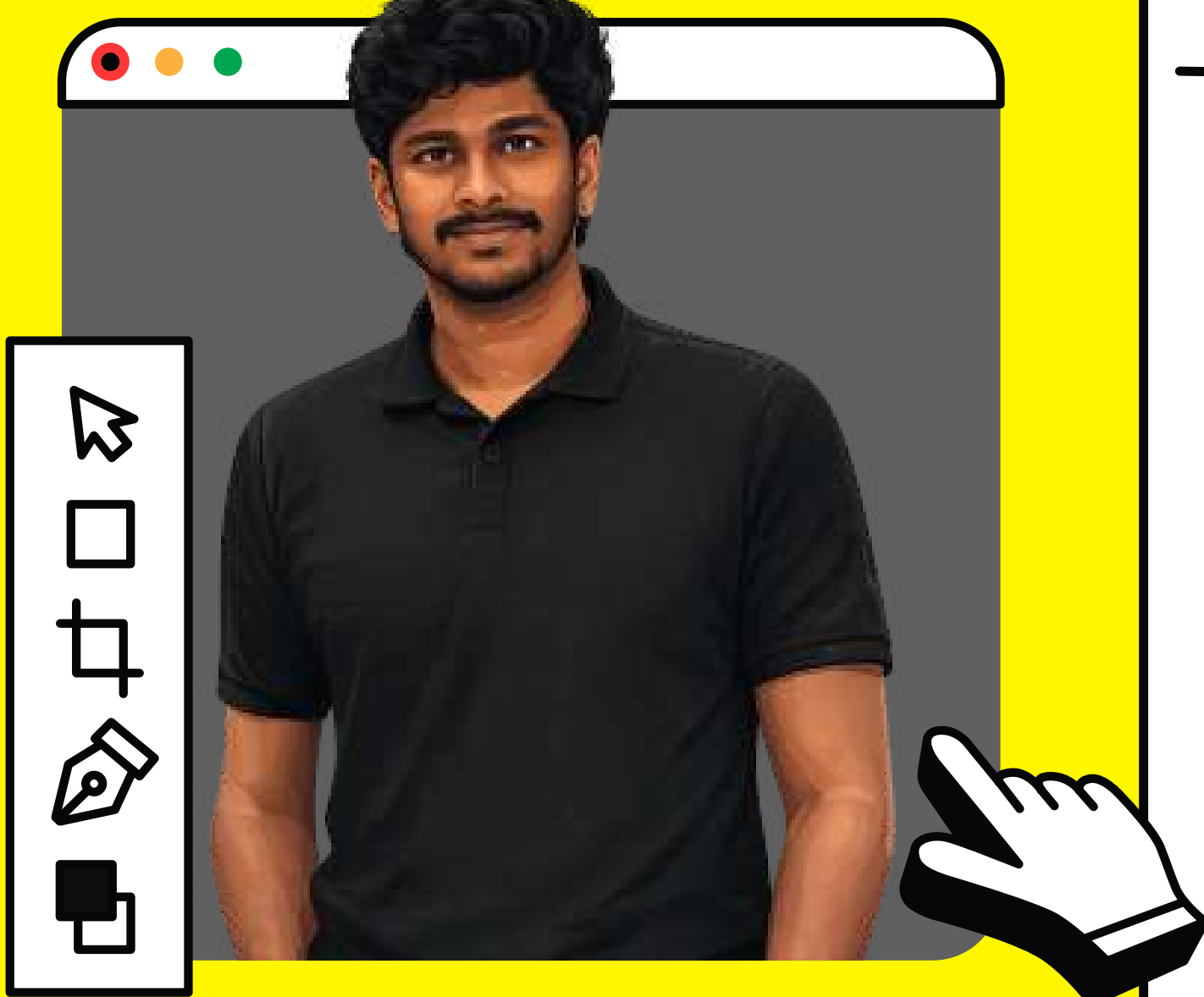


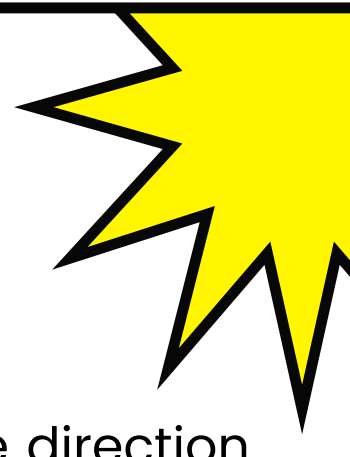


HELLO I'M

YESU SAINABARAPU

Lead Graphic Designer with **5+ years of experience** in branding, creative direction, visual communication, and integrated marketing across **Real Estate, Healthcare, Product-Based, and Overseas Education industries**. Proven expertise in developing impactful brand identities, integrated advertising campaigns, and premium print and digital marketing solutions that strengthen brand presence, enhance customer engagement, and drive business growth.

Experienced in leading end-to-end creative projects, collaborating with cross-functional teams, and delivering innovative design solutions that align with business objectives while maintaining brand consistency across all touchpoints. **Adept at combining strategic thinking, creative excellence, and AI-powered design** technologies to craft compelling visual experiences that create lasting brand value.



EDUCATION IN MULTIMEDIA

DEGREE IN VFX:
ANIVIZ INDIA INSTITUTE OF MEDIA STUDIES
(AIIMS)

3D & VFX:
ZEE INSTITUTE OF CREATIVE ARTS
(ZICA)

CREATIVE TOOLS

What I prefer

Ps

Ai

Pr

Ae

Id

SKILLS

What I can

• BRANDING • ADVERTISING & CAMPAIGN DESIGN • VISUAL BRANDING • PACKAGE DESIGN

• META & GOOGLE ADS • VIDEO EDITING • PRINT & PUBLICATION DESIGN • AI CONTENT

PROFESSIONAL EXPERIENCE

2025 – PRESENT

JANAPRIYA UPSCALE

LEAD CREATIVE DESIGNER & BRANDING DESIGNER

Led creative direction and brand development for residential projects. Designed integrated marketing campaigns across print and digital media.

Created brochures, project profiles, flyers, standees, hoardings, newspaper ads, and sales collateral. Developed social media campaigns, digital advertisements & promotional creatives.

Ensured brand consistency across all marketing and customer touchpoints. Collaborated with marketing, sales, and leadership teams to execute high-impact campaigns.

Guided creative concepts from ideation to final production while maintaining premium design standards.

2024 – 2025

VALMIKI GROUP

EXECUTIVE CREATIVE DESIGNER & VIDEO EDITOR

Spearhead end-to-end creative strategy for digital and print communications, strengthening overall brand positioning and visual consistency.

Conceptualize and design high-conversion creatives for Google, Facebook, and Instagram Ads, enhancing campaign performance and audience engagement.

Produce compelling short-form and long-form video content (Reels, YouTube videos, promotional films) that drives visibility and brand recall.

Develop scroll-stopping thumbnails and social media assets that improve click-through rates and viewer retention.

Lead the execution of corporate print materials including banners, ID cards, business stationery, and marketing collateral, ensuring brand alignment across all offline touchpoints.

2023 – 2024

SANDOR SPECIALITY DIAGNOSTICS

GRAPHIC DESIGN & SOCIAL MEDIA MANAGEMENT

Designed branding and marketing creatives for genetic testing & diagnostic services.

Created social media campaigns, educational posts & awareness creatives.

Developed brochures, flyers, presentations & corporate marketing materials.

Designed digital advertisements, email campaigns & promotional assets.

Managed and scheduled social media content across multiple platforms.

Increased audience engagement with informative & healthcare-focused creatives.

2022 – 2023

MARS BY GHC & SATURN BY GHC

GRAPHIC & PRODUCT DESIGNER

Designed brand identities and visual assets for food and cosmetic products. Created product packaging, labels & marketing collateral.

Developed print & digital promotional materials for product campaigns. Designed social media creatives, advertisements & product launch campaigns.

Maintained brand consistency across all customer touchpoints. Collaborated with marketing & product teams to develop effective branding solutions.

Produced high-quality creatives that enhanced product visibility and brand recognition.

2021 – 2022

HKR IT SOLUTIONS

GRAPHIC DESIGNER & VIDEO EDITOR

Designed digital creatives for online courses & marketing campaigns.

Created social media posts, web banners, brochures & presentations. Edited educational, promotional, and marketing videos.

Developed YouTube thumbnails & course branding assets. Maintained brand consistency across digital platforms.

Collaborated with content & marketing teams. Optimized creatives for web, social media & digital advertising.

Edited professional video content including corporate presentations, training modules & marketing videos.

PROFESSIONAL EXPERIENCE IN

Janapriya

UPSCALE

Ask More of Life

VALMIKI

Group

FOSTERING EXCELLENCE

Sandor

Speciality Diagnostics Pvt. Ltd.

mars & saturn

by GHC

HKR GROUP

IT SOLUTIONS

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 <https://www.behance.net/syesu>