






Pallavi Singh

GRAPHIC DESIGNER

 pallavisingh.art

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 (408)564-2694  [LinkedIn](#)

EXPERIENCE

Senior Digital Graphic Designer | Novel Capital | Remote

03/2023 - 08/2024

- Designed and maintained brand guidelines for use by both internal members and external vendors
- Led the design process, from concept to production, for go-to-market strategies aimed at boosting sales-qualified leads
- Collaborated with Product Design, Growth, & external agency teams to launch campaigns that promoted new products, features, and stories
- Translated complex information, diagrams, and data charts into impactful presentations by directly engaging with the leadership
- Developed brand assets across a wide range of executions, including website, landing pages, emails, paid advertising, blogs, one-pagers, events, physical merchandise, and apparel for brand awareness

Graphic Designer | Rubrik | Palo Alto, CA

06/2021 - 01/2023

- Created high-quality design concepts and creative materials using typography, motion design, animated gifs, iconography, logo design, and illustration for all branded collaterals in print and digital formats
- Collaborated with Marketing and Sales teams, and external creatives to create paid ads, social posts, emails, event campaigns, e-books, white papers, and booth design assets
- Produced and edited marketing videos to promote Rubrik and Microsoft partnership products, taking complete ownership from concept, storyboards, and style frames to animation

Visual Designer | NIIT | Gurugram, India

07/2017- 07/2019

- Developed visually appealing and effective designs for e-learning modules, including course interfaces, interactive elements, infographics, and multimedia content
- Collaborated with instructional designers and content creators to translate pedagogical approaches into visually engaging formats, including interactive exercises, quizzes, and video content

Associate Visual Designer | NIIT | Gurugram, India

07/2016- 07/2017

- Worked closely with UX/UI designers and developers to create intuitive and user-friendly course materials that enhance the learning experience
- Independently handled major accounts like World Bank Group, ABB, Royal Dutch Shell, and Equinor

Associate Media Designer | NIIT | Gurugram, India

07/2015- 07/2016

- Created and presented visual design mock-ups, graphics, mood boards, storyboards, and animations for effective learning.
- Ensured all media content aligns with the client's brand guidelines and maintained a consistent visual style in the learning solutions

PROFILE

As a visual storyteller, I am passionate about crafting and executing compelling brand campaigns and visual design systems for both print and digital media. I love translating business visions into solution-oriented design narratives that strengthen brand identity across various channels. My work aims to blend creativity with functionality, consistently delivering engaging and meaningful brand stories.

SKILLS & SOFTWARES

- 360 Digital Marketing Campaign
- Motion Design
- Web Design
- Typography
- Infographics
- Illustration
- Data Visualization
- Packaging
- Adobe Creative Suite
- MS PowerPoint, Google Slides, Keynote
- Figma
- Hubspot
- Unbounce
- Wordpress
- Cinema 4D

EDUCATION

Master of Fine Arts (MFA),

Visual Communication Design

GPA: 3.8/4

Rochester Institute of Technology (RIT)

Rochester, NY

08/2019- 05/2022

Graduate Teaching Assistant, RIT

05/2020- 05/2021

Assisted the New Media Design Professor, Melissa Warp, in conducting digital design demos (logos, posters, infographics) and critique sessions for third-year undergraduate graphic design students

Bachelor of Fine Arts (BFA),

Graphic Design (Applied Art)

University of Delhi, College of Art

New Delhi, India

08/2011- 05/2015

ACHIEVEMENTS

- Adobe Creative Jam Winner - Austin, TX 2024
- Finalist, RIT Graduate Showcase (New York), 2020
- Award of Excellence (NIIT, India), 2018
- Performance Recognition (NIIT, India), 2018, 2016, 2015
- Academic Performance, College of Art (New Delhi, India), 2013
- Brandon Hall Awards, NIIT, Royal Dutch Shell, Equinor, Westfield Insurance, 2013