



Maneesh Ambadi Valappil

Graphic Designer

maneesh496@gmail.com

+971588528641

Dubai, United Arab Emirates

www.avmarte.com/

linkedin.com/in/maneesh496

With 7 years of experience in graphic design, I specialize in diverse areas such as brand identity, marketing, UI/UX, print, and illustration. Currently based in Dubai, I contribute my skills to a leading real estate company. My expertise lies in transforming concepts into impactful visual solutions with precision and efficiency.

PORTFOLIO

avmarte.com/about

AREA OF EXPERTISE

Visual Design & Story Telling

Brand Identity

UI/UX Design

Marketing and Advertising

Print and Publication

Comic Strip Illustration

SOFTWARE SKILLS

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Fresco

Adobe XD

Adobe After Effects

Figma

Adobe Premiere

BRANDING PROJECT ACCOMPLISHED

Anara Center for Mental Health

Completed a full branding project for a mental health center, including logo design, brand identity, and marketing collateral. For further details, visit their website [Anara Center for Mental Health](#) and Instagram account [@anarahealth](#)

WORK EXPERIENCE

Graphic Designer Unique Properties

09/2023 - Present

Dubai, United Arab Emirates

Unique Properties is a leading Dubai real estate agency and an award-winning broker that specializes in off-plan projects.

Responsibilities

- Created graphic designs for digital marketing campaigns, corporate branding, roadshows and business initiatives, ensuring adherence to brand guidelines.
- Managed the design of social media creatives, including organic and campaign content, to engage and captivate the target audience.
- Assessed design briefs, determined project requirements and budget constraints, and established project timelines for timely delivery.
- Developed illustrations, logos, and various design elements using Adobe software, producing visually appealing graphics with appropriate colors and layouts.
- Collaborated in creative brainstorming sessions with copywriters and senior designers to generate and refine design concepts for marketing materials.
- Ensured consistency by following the company's brand guidelines in all design work and produced corporate communication materials, including brochures, flyers, and branded content. Reported directly to the Marketing Director for strategic guidance and project alignment.

WORK EXPERIENCE

Graphic Designer

ARDOR Properties

04/2022 - Present

Abu Dhabi, UAE

ARDOR Properties is a Real Estate company in Abu Dhabi, UAE

Responsibilities

- Developed and executed visually compelling artwork for corporate branding and marketing initiatives, including brand portfolio designs, brand guidelines, and various collateral materials.
- Conducted thorough research to ensure the development of success-driven campaigns from concept to design, and created innovative designs for social media campaigns that significantly contributed to lead generation efforts.
- Collaborated with cross-functional teams, including quality control, sales, and customer-facing departments, to ensure cohesive branding and messaging.
- Worked closely with content writers, photographers, and videographers to design and execute effective social media campaigns, both organic and paid.
- Edited and enhanced photographs of property units for use on real estate market portals.
- Developed proposals for B2B and B2C marketing efforts, utilizing extensive research to inform and guide design strategies.

Graphic Designer

Cyber Elements Information Technologies

01/2022 - 02/2022

Dubai, UAE

Cyber Elements Information Technologies is a new company with huge potential. They develop and manage games using blockchain technology.

Responsibilities

- Created visually compelling digital content for social media platforms, including posters, covers, banners, and YouTube thumbnails, for LoudPosts and Elven World.
- Led the design of logos and social media posters for LoudPosts' various channels, utilizing creative conceptualization skills to enhance the company's visual identity.
- Collaborated with cross-functional teams, including copywriters and content writers, to design engaging banners for news and articles.
- Conducted extensive research to gather relevant information and materials for the planning and design of projects, ensuring that all concepts were well-informed and on-brand.
- Conceptualized and illustrated characters for a blockchain-themed comic strip for LoudPosts' social media channels, using my expertise in graphic design to enhance the company's visual identity.
- Utilized my rebranding expertise to enhance clients' corporate image and drive profitability and business growth.

Graphic Designer

Teamplanb Consultant LLP

06/2021 - 09/2021

Calicut, India

Responsibilities

- Created and developed advertising content for a variety of online and offline marketing materials, including social media templates, flyers, brochures, menus, and banners.
- Developed and designed creative social media posters for Planvacations, to promote their services.
- Researched and implemented new and innovative marketing strategies for social media platforms to increase engagement and reach.
- Communicated effectively with clients to understand their design preferences and needs, and implemented them in the final layout.
- Demonstrated proficiency in graphic design, visual storytelling and ability to create compelling and engaging content.

WORK EXPERIENCE

Freelance Graphic Designer

Self Employed

11/2017 - 01/2022

Remote

Responsibilities

- Consistently met with clients in person or virtually to discuss project scope, goals and objectives.
- Provided expert advice and guidance to clients on how to improve their marketing strategies and efforts on Instagram.
- Conceptualized and designed a wide range of branding materials, including logos, stationery, illustrations, web UI design, social media post templates, magazines, typography, motion videos, photo booth designs, roll-up banners, and step and repeat banners.
- Reviewed all projects to ensure they met the highest standards of quality and excellence.
- Proactively sought and incorporated feedback from clients to ensure 100% satisfaction with the final product.
- Demonstrated strong ability to understand client needs and translate them into visually appealing and effective marketing materials, with a focus on typography, branding, and design principles.

Junior Graphic Designer

Bluelines

08/2016 - 05/2017

Palakkad, India

Responsibilities

- Conceptualized and executed professional logo designs for various clients.
- Developed visually appealing print designs including flyers, pamphlets and brochures.
- Conducted research and presented innovative ideas for effective marketing campaigns to clients.

EDUCATION

Animation Film Making Advanced

Toonz Academy

05/2019 - 03/2021

Trivandrum, India

C-Tech Certificate in Graphic Design & Communication

Image Creative Education

01/2016 - 01/2017

Palakkad, India

Bachelor (Hons) in Business Administration

Lincoln University College, Malaysia (LUC)

02/2023 - Present

Abu Dhabi, United Arab Emirates

CERTIFICATES

Marketing Foundations (03/2021 - Present)

Logo Design: From Concept to Presentation taught by Sagi Haviv. (12/2020 - Present)

LANGUAGES

English
Native or Bilingual Proficiency

Hindi
Professional Working Proficiency

Malayalam
Native or Bilingual Proficiency

INTERESTS

Drawing

Watching Movies

Listening to Music

Reading

Cooking