

HRISHIKESH BIRODKAR

GRAPHIC DESIGNER

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hrishikeshbirodka@gmail.com

SKILLS

Illustration

Drawing, sketching, painting, digital artwork

UI Design

Wireframing, prototyping, user testing

Branding

Logo design, brand strategy, visual identity

Photography

Product ,portrait, photo editing

TOOLS

Adobe Creative Cloud

Photoshop

Illustrator

Figma

Adobe XD

After Effects

InDesign

EXPERIENCE

Indecor Home | New York City, New York

Graphic Designer | August 2023 - Present

Creating and editing die lines for various packaging formats, including boxes and hangtags. Producing mockup templates for presentations and ensuring precise file setup for factory production.

Responsible for managing product databases and developing persuasive sales collateral, including presentations and visual reports, to support sales initiatives effectively.

Maryland Institute College of Art | Baltimore, Maryland

Graduate Program Assistant | August 2022 - May 2023

Organized student workshops and publicizing the program through promotional posters and Instagram. Also managed printing hardware and catering.

Worked with the Office of Graduate Studies to conduct information sessions and campus tours for prospective students.

Savage Card Club | Austin, Texas

Graphic Designer | March 2021 - September 2021

Created designs for social media graphics, website graphics, t-shirts and posters using Adobe Illustrator & Photoshop.

Purchasing merchandise with my artwork was a means of entry for their Lamborghini giveaway. The total sales amounted to \$150,000.

Wolffkraft Design Studio | Pune, India

UI Design Intern | April 2019 - June 2019

Created UI designs for apps and websites while simultaneously working with UX designers, developers, and project managers.

Designed websites for nationwide newspapers, e-Learning platforms and business pages.

Personally conducted usability tests and user interviews to improve the designs with a particular focus on users with disabilities.

Comic Con India (@comicconindia) | Pune, India

Social Media Supervisor | Feb 2017 - March 2017

Created social media content to promote the event with a focus on incorporating local culture. My designs had to be catchy while also conveying events, schedule and special attendees.

In the period where I posted my content their Instagram audience grew by 10%.

FREELANCE

@hbdsgns on Instagram

Freelance Illustrator | 2016 - Present

Founded and operated a successful Instagram page, @hbdsgns in which I display over 300 custom car illustrations I have designed for clients worldwide.

Created visual identity for @obzu an exotic car dealership based in Orange County, California

I have designed logos, color schemes, typography, merchandise and brand guidelines for famous youtube channels which have total of 6 million plus subscribers. [@tavarish, @dailydrivenexotics]

Designed logos for various industries including architecture, engineering & e-commerce firms.

EDUCATION

Maryland Institute College of Art

M.A (Master of Arts) | Graphic Design

2023

Dr. D.Y. Patil College of Applied Arts, Pune

B.F.A (Applied Arts) | User Interface Design

2020