

# Hriday Das | Graphic Designer

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## PROFESSIONAL EXPERIENCE

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**A2G India Lifecare Pvt. Ltd.** | D2C Sports Nutrition & Supplement Brand.

**Graphic Designer Intern** | Remote | February 2025 – October 2025

- Designed product images and listing creatives for supplements that **improved product page** clarity and contributed to an estimated **15–20% increase in add-to-cart rate**.
- Worked with the marketing team to revise creatives based on campaign performance and feedback, **reducing redesign cycles by ~30%**.
- Designed **social media ad** creatives that were used in paid campaigns and helped **increase post engagement by ~25%** over previous visuals.

**Distinct Cloud Labs** | AI-Powered SaaS Solutions Company

**Motion Designer & Graphic Designer Intern** | Remote | August 2024 - December 2024

- Created a **motion graphic explainer video** for the Milo AI Assistant, which was used on the product page and sales demos, helping **improve product understanding** for new users.
- Designed website and product marketing assets that made a **~20% increase in time spent on the Milo product page**.
- Collaborated with **product and marketing teams** to align visuals with product features, **reducing revisions by ~25%**.

**Bee Online Pvt. Ltd.** | 360° Creative Digital Agency (Mumbai, India)

**Graphics Designer Intern** | Remote | November 2023 - May 2024

- Designed **posters, banners, and print creatives** for multiple client accounts, supporting campaigns that helped clients see **~10–15% higher engagement** on social platforms.
- Managed design revisions across multiple clients, **helping the team meet deadlines** and **reduce turnaround time by ~20%**.

**Noxioz Media** | Creative Agency for YouTube Video & Thumbnail Production

**Freelance Graphic Designer & Framer Developer** | Remote | April 2023 – November 2023

- Designed and **developed the agency website using Framer**, helping establish an **online presence** and contributing to initial client inquiries within the first 2 months.
- Created YouTube thumbnails for creator clients that **improved average CTC by ~8–12%** compared to older thumbnails.

## EDUCATION

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**Tagore Government College of Education**, Sri Vijayapuram, Andaman - India

Bachelor of Science in Computer Science

## SKILLS

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Graphic Design, Branding, Logo Design, Motion Graphics, Photoshop, After Effects, HTML, CSS, Web Design and Web Development