Anurag Mukherjee

Graphic Designer | UI/UX Designer | Visual Designer

anuragshaan.com · linkedin.com/in/anuragshaan · anuragshaan@outlook.com · +91 83603 02879

SUMMARY

Graphic Designer specializing in UI/UX, dedicated to creating clear, intuitive, and visually refined digital experiences. Combines strengths in visual design, user research, and motion graphics to create cohesive solutions that emphasize usability, clarity, and strong aesthetic impact.

EXPERIENCE

Freelance Video Editor and Graphic Designer

Market Badhao   JUN 2025 – SEP 2025 · Remote

• Edited video ads and YouTube content for GFE Business, part of GFE Group, improving viewer retention by 15%.
• Developed AI-assisted videos (ChatGPT, ElevenLabs, HeyGen), speeding production by 30%.
• Composed original video content from minimal or no briefs, maintaining 95% client approval on first draft deliveries.
• Formulated social media campaign posters for Market Badhao, supporting a 20% uplift in campaign visibility.
• Handled end-to-end editing and delivery of videos for clients including Ashacademy and MG CARGOS, completing 100% of projects within deadlines.

Graphic Designer and Video Editor

Threadstyle Private Limited   NOV 2024 – APR 2025 · Kolkata, India

• Produced visual content for October 22, a demi-fine jewellery brand under Threadstyle Private Limited, a subsidiary of the multinational Premier Group.
• Crafted graphics, product photos, and promotional videos, helping increase social reach by 20%.
• Assisted rebranding and campaign efforts that raised brand awareness by 15%.
• Delivered brand-aligned visuals that boosted customer interaction by 25%.
• Generated print materials, logos, and social creatives, improving design consistency by 30%.

Graphic Design Intern

Optmyzr   APR 2024 – AUG 2024 · Hyderabad, India

• Created marketing graphics and visuals that supported a 15% rise in user engagement.
• Contributed to product interface design and supported marketing materials, improving team workflow by 15%.
• Collaborated with product and marketing teams to maintain brand and UX alignment, reducing inconsistencies by 20%.
• Built UI layouts and interaction flows that improved usability across key product areas by 10%.
• Designed intuitive interfaces that contributed to a 10% improvement in overall user satisfaction.

Freelance Graphic Designer

Zivaka LLP   MAR 2020 – FEB 2024 · Remote

• Provided graphic and visual designs for B2B/B2C clients with strong quality and brand alignment.
• Executed projects under tight timelines, improving client satisfaction by 25%.
• Streamlined workflows to reduce turnaround time by 30%.
• Implemented faster methods, reducing delivery time by 25%.

EDUCATION

B.Des. in Graphics

LPU   JUL 2021 – JUL 2025 · Phagwara

Specialized in UI/UX Design with skills in Graphic Design, User Research, and Motion Graphics, creating intuitive and visually cohesive digital experiences through academic and practical projects.

SKILLS

Design

• Graphic Design • Visual Design
• Wireframing • Prototyping • Interaction Design
• Information Architecture • Responsive Design
• Design Systems • Accessibility • Inclusive Design
• Branding • Motion Graphics • Video Editing

Research

• User Research • User Interviews
• Survey • Comparative Analysis
• Heuristic Evaluation • Usability Testing

Collaboration

• Communication • Teamwork • Empathy
• Design Thinking • Facilitation

Tools

• Figma • FigJam • Framer • Webflow
• Adobe Photoshop • Adobe Illustrator
• Adobe InDesign • Adobe After Effects
• Adobe Premiere Pro • Miro • Slack • Asana
• ChatGPT • Gemini • Midjourney • Runway
• Adobe Firefly • Veo • ElevenLabs • HeyGen