KETAN BHOSALE

Manager | Graphic Design(Marketing)
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Professional Summary

Creative design professional with 10+ years of experience in brand communication, visual storytelling, creative strategy, and integrated marketing design. Currently leading creative initiatives at Teachmint, combining strategic thinking with hands-on execution across product launches, digital campaigns, motion graphics, and brand experiences.

Experienced in translating complex business and product propositions into compelling visual narratives, collaborating with cross-functional stakeholders, mentoring creative teams, and delivering high-impact design solutions across digital and traditional platforms. Skilled in Adobe Creative Suite, Figma, presentation design, and AI-assisted creative workflows.

Professional Experience

Teachmint | Manager - Graphic Design

January 2022 - Present | Bangalore, India

- Lead omni-channel marketing campaigns across digital, motion, web, and print-style deliverables, supporting product launches and brand initiatives.
- Translate business goals and user needs into clear, effective design solutions in partnership with marketing, product, and leadership teams.
- Provide creative direction to designers and motion artists, elevating craft, consistency, and campaign cohesion.
- Own projects end-to-end from concept through final execution, ensuring assets are production-ready and meet platform specifications. (social media, presentations, event branding, emailers, campaign collateral, and video-content)
- Designed high-impact performance marketing creatives (Meta, Google Ads), improving CTR and conversion through optimized layouts, CTAs, and messaging systems.
- Partnered with cross-functional stakeholders to simplify complex ideas into clear and engaging visual communication.
- Use Figma, Adobe Photoshop, Illustrator, After Effects, Webflow, Framer, and AI-assisted workflows o accelerate concepting, iteration, retouching, motion frames, and final delivery
- Provide creative direction, feedback, and mentoring to designers and motion artists while maintaining quality standards and cohesive campaign execution.
- Recognized as Winner – Teachmint Think Big Contest for innovative campaign concept and execution.

Simplilearn | Senior Visual Designer

January 2021 - January 2022 | Bangalore, India

- Led design execution for integrated marketing campaigns from concept to final delivery across digital, print, motion, and presentation formats.
- Collaborated with brand strategy, client servicing, and internal stakeholders to align creative outputs with business objectives and brand direction.
- Built cohesive visual systems, campaign layouts, and production-ready assets for performance marketing, communication, and internal presentation needs.

The Small Big Idea | Visual Designer

December 2018 - February 2020 | Mumbai, India

- Designed campaign and social-first assets, digital creatives, visual systems, and brand communication materials for fast-paced marketing requirements.
- Worked closely with senior creatives and account teams to apply feedback, refine concepts, and deliver assets on schedule.

Earlier Experience

Visual Designer, Arc Web Solutions | 2020 - 2021
Visual Designer, Tickle Right | 2017 - 2018
Graphic Designer, DigitalKrafts | 2014 - 2016
Jr. Roto Artist, AAA Digital Imaging Ltd

Core Skills

Graphic Design Production
Emails, banners, social graphics, e-Detailer-style layouts, PowerPoint slides, PDFs, guides, manuals, leave-behinds, internal documents.

Digital Design & Layout
Figma layouts, UI components, Ceros-style interactive assets, responsive graphics, developer handoff, export optimization, retina-ready assets.

Web & Interactive Basics
Web-focused graphics, design-system templates, responsive layout thinking, CMS-style component preparation, light prototypes.

Motion & Interactivity
After Effects basics, static frames, transitions, animated banners, fades, intros, looping elements, presentation motion assets.

Brand & Compliance
Global brand guideline adaptation, visual QA, accessibility awareness, consistency checks, template use, MLR-ready review mindset.

Collaboration
Creative reviews, stakeholder alignment, feedback iteration, team mentorship, deadline management, cross-functional delivery.

Tools

Adobe: Photoshop, Illustrator, After Effects
Design & Web: Claude code, Codex
Presentation: PowerPoint, Google Slides
AI: Claude, ChatGPT, Midjourney, Firefly, VEO, Nano Banana, Seedance 2.5, Higgsfield
Production: Export optimization, file structuring, asset libraries, version-ready delivery

Selected Strengths

- High-volume asset production without compromising brand consistency.
- Strong layout sense for executive presentations, social campaigns, internal communication, and marketing collateral.
- Ability to simplify complex product, tech, or business messages into clear visual communication.
- Comfortable working with Art Directors, senior stakeholders, marketers, developers, and motion teams.
- Consumer-centric and multicultural design lens for diverse audiences.

Education

Diploma in Graphic Design - Maya Academy of Advanced Cinematics
Graduation - Mumbai Hindi Vidyapeeth