

Anuragh Addala

Graphic Designer | Motion Graphics Artist | Video Editor
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Professional Summary

Creative and results-driven Graphic Designer with 5+ years of international experience across Singapore, UK and India, delivering high-impact visual content for digital, social media, print, and OOH platforms. Adobe-certified professional with strong expertise in branding, motion graphics, video production, and UI/UX design. Proven track record of increasing audience engagement by up to 45% and improving brand visibility by 30% through data-driven creative strategies. Experienced in collaborating with cross-functional teams to deliver global campaigns within tight deadlines. Seeking a Graphic Designer / Video Editor/ UI Designer role in the UAE to contribute innovative visual solutions aligned with business objectives.

Skills

- **Technical Skills:** Graphic Design, Motion Graphics, Video Editing, Logo Design, Web & Print Media Design, Videography, Aerial Videography
- **Software's / Tools:** Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Premiere Pro, Adobe InDesign, Adobe Audition, Adobe XD, Figma, WordPress
- **Soft Skills:** Typography, Colour Theory, Creative Problem-Solving, Time Management, Attention to Detail, Communication, Storytelling
- **Research Skills:** Trend Analysis, Competitor Research, User Behaviour Research

Work Experience

Freelance Graphic Designer, Techknot Solution Pte. Ltd., India

February 2026 – till date

- Delivered creative solutions for clients across 5+ sectors, including real estate, education, child learning, lifestyle, and institutional brands, adapting designs for varied audiences and market needs.
- Collaborated with clients across various industries, delivering end-to-end creative and marketing solutions including graphic design, video production, social media content, and aerial photography.
- Led creative direction and marketing strategy for brands, analysing target audiences and translating business goals into visual campaigns that improved audience engagement by 70%.
- Designed and delivered digital and print assets including social media creatives, promotional materials, brand visuals, and marketing collateral while maintaining 100% brand consistency.
- Managed and updated content across websites/platforms, improving visual presentation, content accuracy, and user experience.
- Designed UI screens/components for mobile applications, focusing on visual hierarchy, usability, and user-centered design principles.
- Partnered with stakeholders and cross-functional teams, converting business requirements into visually compelling and effective design solutions.
- Successfully managed 7+ concurrent projects while maintaining on-time delivery rate.

Graphic Designer, Bridging Beyond, London, UK

November 2024 – January 2026

- Designed comprehensive branding strategies and marketing assets, improving brand consistency across digital and print platforms.
- Developed social media creatives, email campaign graphics, and website banners, contributing to a 20% increase in online engagement.

- Produced 3 high-converting ad creatives weekly in collaboration with Digital Marketing and Web Development teams, improving click-through rates (CTR).
- Contributed to UI/UX enhancements for web and mobile platforms, improving user experience and visual storytelling.
- Ensured 100% on-time project delivery while managing multiple campaigns simultaneously.

Graphic Designer, [Kiddy Companion](#), Singapore

November 2021 – June 2023

- Managed end-to-end digital marketing from designing to meta-ad campaigns
- Designed 4+ social media posts weekly along with website graphics, UI elements, and advertising materials.
- Led video production projects including animated ads, social media reels, and corporate presentations.
- Increased audience engagement by 30% through visually compelling and strategic campaign execution.
- Managed end-to-end design lifecycle from concept to final delivery, ensuring brand consistency.

Graphic Designer, [Miracle Software Systems Inc.](#), India

July 2019 – October 2021

- Created engaging social media and marketing assets for corporate events and global webinars.
- Developed UI/UX elements for digital applications to enhance user experience.
- Designed banners, email graphics, print materials, and corporate merchandise.
- Collaborated cross-functionally with marketing teams, developers, and stakeholders to deliver high-quality creative assets.
- Contributed to internal branding and packaging design initiatives.

Education

Master of Arts [Computer Animation]

Grade: Distinction

Kingston University London

September 2022 – September 2023

Bachelor of Technology [Electronics & Communication Engineering]

Grade: First Class

Jawaharlal Nehru Technological University Kakinada, India

August 2015 – May 2019

Languages

- English: Fluent
- Telugu: Native
- Hindi: Native

Availability Immediate Joiner

References Available on request

Activities

- Acted as Course Representative for 50+ students during post-graduation studies.
- Recognized as the Top Performer for outstanding contributions to branding and visual communication in Miracle Software Systems – May 2021.
- Led the coordination of ECENTRA Workshop at JNTUK-UCEV, managing logistics and engaging 400+ participants for a seamless event experience.
- Directed graphic design and editorial strategy for 2 years ESPECTRO Magazine at JNTUK-UCEV, enhancing publication quality and readership engagement.