SUMIT KUMAR

Graphic Designer & Video Editor

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PROFILE

Graphic designer and video editor creating brand-consistent visuals across social media, web, print and video for five dental brands at a growing e-commerce company. Skilled in the Adobe Creative Suite and Figma, with an AI-assisted workflow that speeds up banner and product reel production.

SKILLS

Design: Branding, Typography, Layout, Social Media Graphics, Web Banners, Print Ads, Brochures, Marketing Collateral

Video and Motion: Video Editing, Motion Graphics, Product Reels, AI Video Generation (Gemini), Prompt Engineering

Software: Adobe Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Figma, Canva, Affinity

PROFESSIONAL EXPERIENCE

ABA Technologies (Shop4Smile)

Mar 2026 - Present

Graphic Designer | Gurugram, India

- Design fortnightly web banners for the Shop4Smile e-commerce store, keeping every campaign visually consistent.
- Create Facebook and LinkedIn creatives on an alternate-day schedule for five dental brands (MDK Handpieces, LiteTouch, Medency, Salvo, TurboRock), keeping each brand's look cohesive.
- Edit product reels and promotional videos in Premiere Pro and After Effects, including AI-generated footage from Gemini.
- Build repeatable AI prompt workflows that speed up promotional banner and video production.
- Produce print ads, posters, exhibition banners, e-brochures and sales collateral for the marketing and sales teams.

Zabaan School for Languages

Oct 2025 - Mar 2026

Graphic Design Intern | Delhi, India

- Designed posters and social media creatives for school promotions and internal communication.
- Revised and updated existing design files quickly based on team feedback.

PROJECTS

Crunchy Piper - Soft Drink Packaging and Motion Concept

Personal Project

- Designed packaging, labels and dieline layouts for a concept soft drink brand.
- Extended the brand identity into a motion ad concept.

Woodbone - Brand Identity Concept

Personal Project

- Created the visual identity for a hypothetical brand using illustration, Photoshop and Figma.

EDUCATION

Bachelor of Commerce (B.Com)

School of Open Learning, University of Delhi

2020 - 2024

CERTIFICATIONS

- Graphic Design - Udemy
- Adobe Photoshop - Udemy
- UI/UX Design - Udemy