

# PRASOON SINGH

*Aspiring graphic and web designer*

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## EXPERIENCE

### **Assistant, Photographer - JRCLOCKER, 2020 - Current**

- Designed branding materials such as logo and introduction video for YouTube
- Photographed items and editing pictures to meet requirements for listing on eBay

### **Graphic Designer - Freelancer - UTZO Technologies, 06/2019 - 08/2019**

- Created a motion graphics video that captured the image of the company
- Visualized their mobile app in a video that demonstrated popular features for its users

### **Web Designer, Receptionist - Palmer Pediatrics, 05/2014 - 08/2018**

- Developed a business website which let patients gain a library of health information from trusted libraries
- Implemented SEO for the website to be discoverable on Google's search engine
- Helped verify patient's health insurance and created a digital library of older charts on their server for easier access of information

### **Graphic Designer, Internship - Zeroh Creative, 08/2017 - 11/2017**

- Designed a motion graphics video with typography and illustration that summarizes what the digital agency stands for
- Created an ad campaign with GIFs for social media that grabs user's attention by using their marketing terms

### **Graphic Designer - Internship Unify Interactive, 06/2016 - 08/2016**

- Assisted others with development of websites from wireframing to finalizing the design in Photoshop to be exported for coding
- Aided help in creating and scheduling advertisement posts across various social media platforms
- Designed responsive email layouts for marketing purposes

## EDUCATION

### **B.F.A. Kutztown University of Pennsylvania, May 2020**

- GPA - 3.7 • Dean's List - Three Semesters
- Major - Communication Design

### **A.A. Northampton Community College, May 2017**

- GPA - 3.5
- Major - Communication Design

## SKILLS

- HTML / CSS / SASS
- Email Marketing
- Mockups / Prototypes
- Digital Wireframes
- Social Media Advertisement