

Hello.
I'm Parth Garg,
Visual
Designer.

p.art.h

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in Bè @parthgarg33



Key Milestones

- 7+ years of diverse experience as graphics & UI designer with start-ups, government, and corporates.
- Designed ads for Fortune 500 clients of Amazon in EU, US and CA; giving +15% return on ad spend (RoAS) and +20% click-through rates (CTR); and received highest number of employee accolades in the team.
- Report developed for Ministry of Health and Family Welfare, Govt. of India released by Bill Gates.
- 2.5 years of experience managing teams of 6-8 people and working with global stakeholders.
- With a Bachelor of Technology in IT and a minor in graphics, I am both technically adept and creative.

<Work Experience/>

Sep 2021 - present

Amazon

Design, Concepts & Production, Advertising
Visual Designer

- Curated high performing digital ads for different UI like FireTV & FireTab for 60+ Amazon's fortune 500 clients like Meta, Universal, Google, Microsoft, BMW & Lego
- Augmented 50% higher recognition for these brands in EU, CA & US markets through AI design insights
- Received 14 accolades, highest number in my global team in FY 21-22 from customers

Aug 2020 - Aug 2021

MyGov India,

Ministry of Electronics & IT, Govt of India
Deputy Manager (Graphics & UI)

- Led a team of 6 to develop digital communication campaigns through the official channel of Government of India - @mygovindia reaching 60 Mn+ users in India
- Supervised visual communication & web UI capacity building of 11 ministries and departments of central & state governments improving social media reach by ~45%

Oct 2018 - Jan 2020

Indian Council of Medical Research,

Ministry of Health & Family Welfare, Govt. of India
Chief Graphic & UI Designer

- Led a team of 3 designers for conceptualizing treatment protocols as infographics for 1000+ diseases (22 specialties) across rural & urban India's 2 Mn+ healthcare centres and developed portal's UI
- Design compilation report was released by Bill Gates and WHO jointly with ICMR
- Conceptualised power point presentations for 3 health ministry bills for the parliamentary committees

May 2017 - Sep 2018

Hindustan Times

Graphic Designer

- Designed 1600+ concept artwork for celebrity writers of the Sunday magazine 'Brunch' of Hindustan Times- highest circulated magazine of India (5 Mn+ readers)
- Composed artworks to feature on cover page 2 times for special editions of Brunch and UI for desi martini

Aug 2016 - Apr 2017

Redcliffe Capital

Graphic & UI Designer

- Developed investment pitch decks (for real estate, travel, energy, healthcare) with rapid timelines of <1 day
- Appraised branding and UI & marketing design for 7 start-ups & 4 investment funds of Redcliffe

<Freelance Projects/>



Designed Covid campaign in 6 languages resulting to 10 million+ impressions & 500k engagement within 2 weeks



Designed multi-lingual IEC material in liason with 11 state health ministries on 'Neglected Tropical Diseases'

facebook

Designed collaterals for Facebook's flagship blood donation campaign in South East Asia

hindustantimes

Contributing concept art as a guest designer for weekly feature stories of select authors



Created branding, promotional collaterals & website (UI & dev) for Ashoka's ed-tech platform



NATIONAL DISASTER MANAGEMENT AUTHORITY

Designed a report for NDMA's response to the COVID-19 pandemic including state-wise case studies



Global Health Strategies

Design consultant for the India & Africa offices of GHS for their internal & client specific visual communication

BARKHA DUTT
MEDIA PVT. LTD.

Designed pitch decks & branding collaterals for their digital journalism platform

<Skills/>



Presentation Design



Graphic Design



Branding Design



HTML, CSS, Wordpress



UI Design



Animation

<Education/>

B. Tech (IT): 2012 - 2016
Government Engineering College,
GGSIU University, Delhi

Class 10 & 12: 2010 & 2012
Bharatiya Vidya Bhavan, Delhi
CBSE

<Volunteer/>

- Earth Ambassador - UNFCCC
- Microsoft Student Partner
- Firefox Student Ambassador