

Udham Singh

Graphic Designer

PROFILE

Creative Graphic Designer, Video Editor and Wordpress Website Designer with **10+ years** of expertise driving brand identity and digital growth across fintech, real estate, and political sectors. Proven ability to lead end-to-end creative production – from ideation to final delivery – while **cutting turnaround time by 40%** through AI-integrated workflows. Specialized in translating complex financial and strategic narratives into compelling visual communication that engages audiences at scale.

Portfolio: www.udhamsingh.co.in

WORK EXPERIENCE

Graphic Designer **2023-Present**

SabPaisa : Fintech / Digital Payments · New Delhi

- Lead all digital creative output – designing **40+ monthly assets** including UI visuals, social media campaigns, performance ads, and brand collateral across all social media platforms.
- Developed a refreshed brand visual language for SabPaisa that improved campaign consistency across digital and print channels, contributing to a **30% uplift in social engagement**.
- Translated complex fintech products (payment gateways, UPI flows) into clear, audience-friendly visual narratives for B2B marketing.
- Integrated AI tools (Midjourney, Adobe Firefly, Kling AI etc.) into the creative workflow, reducing concept-to-delivery turnaround time by **40%**.

Graphic Designer **2016-2023**

Dynamics Media : Print and Digital Media · Delhi

- Delivered high-impact print creatives for **5+ national publications and regional newspapers** over 7 years, specialising in full-page ad layouts and editorial visuals.
- Spearheaded visual design for **20+ political campaign projects**, designing banners, hoardings, pamphlets, and digital ads reaching millions of voters.
- Managed creative for a portfolio of **20+ real estate** clients, producing property brochures, and marketing kits that drove sales inquiries.
- Designed motion graphics and video thumbnails for digital campaigns, helping clients achieve 2× higher click-through rates compared to static creatives.

EDUCATION

Bachelor of Arts

Himachal Pradesh University

2011-2014

Diploma in Multimedia

Oxford Software Institute

2009-2011

SKILLS



Photoshop



Illustrator



Audition



After Effects



Premiere Pro



Corel Draw



WordPress



Elementor

AI and Emerging Tech

Optimizing design workflows with advanced **AI tools** (**Midjourney**, **Adobe firefly**, **ChatGPT**, **Lumen5**, **Kling AI**) to accelerate creative ideation, and deliver rapid concept prototyping.

- Managed end-to-end project delivery – from client brief and concept to final press-ready files – consistently meeting tight publication deadlines.
- Coordinated with print vendors on colour calibration, paper specifications, and production quality for large-format output.

Junior Graphic Designer 2014-2016

Pixel World : Branding and Design Studio · Delhi

- Created brand identity systems – logos, colour palettes, typography guides – for **25+ small and mid-size businesses** across retail, hospitality, and services sectors.
- Designed flex banners, hoardings, brochures, and event collateral with fast turnaround for local and regional clients.
- Built proficiency in Photoshop, Illustrator, and CorelDraw under senior designer mentorship, rapidly progressing to independent project ownership within 6 months.

SPECIALISATIONS

Brand Identity

Digital Marketing

Motion Graphics

UI Visuals

Social Media

Print Design

Video Editing

Visual Strategy