

SHUBHAM KATIYAR

DESIGNER, GRAPHIC & VISUAL ARTIST

PORTFOLIO - <https://www.shubhamkatiyar.com/>

PROFESSIONAL SUMMARY

Graphic and Visual Designer with 5+ years of professional experience creating digital and print assets across education, real estate, and interactive media. Skilled in Adobe Creative Suite and Figma, with experience in visual storytelling, UI/UX, branding, layouts, presentations, asset development, and cross functional collaboration. Experienced in translating requirements into clear, engaging visual solutions and supporting projects from concept through delivery.

EDUCATION

Birmingham City University
Bachelor of Science (Hons) -2019

ICAT Design and Media College
Bachelor of Science -2019
- Interactive Media
'Game Design and Development'
(As a Dual Degree Program)

Ojaswini Excellence School
Higher Secondary School (10+2)
- Science (M.P. Board)

St. John's School
Secondary School (10)
- CBSE Board

SKILLS

CORE

- Graphic & Visual Communication
- Digital & Print Design
- Illustration & Infographics
- Branding & AD Design
- Asset Design
- Typography
- Intuitive UI & UX Design
- Design Documentation
- Design Presentations
- Cross-functional Collaboration
- Client Communication
- Wireframes and Mockups
- Documented Design Research
- Storyboards
- Game Balancing
- Level Design
- Rational Game Design
- Play-test Conducting and Iteration
- Game Mechanics
- Scripting / Implementation

TOOLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere Pro
- Adobe InDesign
- Adobe XD
- Figma
- Microsoft Office
- Audacity
- Storyboard Pro
- Google Workspace

GAME ENGINES

- Game Maker Studio
- Unity
- Unreal Engine

SCRIPTING

- GML - Game Maker Language (Intermediate)
- C# (Basic)
- Unreal Blueprints Visual Scripting (Basic)
- HTML (Basic)

LANGUAGES

English
Professional Working Proficiency

Hindi
Native or Bilingual Proficiency

CERTIFICATIONS

Foundations of UX Design - Google

Lean Digital - Green Belt

Lean Digital - Trained and Tested

VR Program - Facebook and SV.CO

CONTACT

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 Noida, India

WORK EXPERIENCE

GameAshlar

Surat, Gujarat [Full-time]

Designer

(January 2024 – Current)

1. Played a key role in developing and refining game content by translating design concepts into actionable tasks aligned with game mechanics collaborating with diverse professionals.
2. Proposed and iterated on new mock features, filtering game mechanics and systems based on feedback and testing results to enhance gameplay.
3. Focused on balancing game systems, including difficulty levels, to maintain player engagement and minimize frustration.
4. Contributed to refining the user interface (UI) and user experience (UX), ensuring alignment with the game's overall aesthetic and intuitiveness.
5. Gathered player feedback through playtesting sessions, identifying areas for improvement, and making adjustments to enhance the player experience.
6. Maintained comprehensive documentation of design processes and systems to ensure clarity for the team.

Genpact

Noida, Uttar Pradesh [Full-time]

Graphic Designer

(October 2022 – December 2023)

1. Worked as a Senior Designer supporting the business and design requirements of a US-based client.
2. Served as part of the pilot batch, taking responsibility for establishing the design process through SOPs, SLAs, Q&A, Knowledge Transfer (KT), and client meetings.
3. Collaborated with the design team using Adobe Creative Suite in real time to create visual assets for a leading real estate client.
4. Designed a wide range of print materials, including flyers, postcards, billboards, booklets, one-sheets, and business cards, based on client requirements.
5. Created digital assets such as mailers, social media posts, stories, layouts, logos, and other supporting visual assets.

BYJU'S

Bangalore, Karnataka [Full-time]

- Senior Art Associate
(July 2021 – June 2022)
- Art Associate
(September 2020 – July 2021)
- Art Trainee
(July 2020 – September 2020)

1. Worked in pre-production for various E-Learning Products in the BYJU'S product cycle.
2. Creating UI, Layouts, and Rough Interface Design with the guidelines already provided in the script.
3. Creating storyboards appropriately with the scripts provided.
4. Assigning the tasks to the team and managing the tracker sheet.
5. Creating assets for the various products as per the requirement and maintaining the asset list.
6. Coordinating the team with the other teams for smooth delivery and corrections required; like with the Content team or the UI/UX team.
7. Delivering the finished tasks of the team to the Delivery and Production Team.

School of Innovation India from Facebook and 'SV.CO'

Internship (August 2018 - January 2019)

The program under the 'School of Innovation India from Facebook' in collaboration with 'SV.CO' is focused on VR as an emerging technology area. It's 6 months trainee program where 10 selected teams from all across India gain key skills required to build a world-class VR product with pioneering mentors in the industry. At the end of the program, teams get an opportunity to showcase their product to the Facebook and Industry panel.

Worked for core design, 2D art, research and audio files over a Virtual Reality Game project on 'Oculus GO' platform.