

Prashanth Somasundaram

Graphic Designer & Video Editor

Dynamic and innovative professional with 1+ years of invaluable hands-on experience in handling several simultaneous creative design projects, concept creation, graphic design, animation, and visual conceptualization. Equipped with the ability to escalate brand awareness by utilizing skills gained in the creative industry, being able to identify opportunities, overcome objections, build long-term mutually beneficial relationships with vendors, workforce, and clients.

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📍 Ariyalur, Tamil Nadu, India

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🌐 [Prashanthsomasundaram.in](https://www.prashanthsomasundaram.in)

📷 [instagram.com/Naan__Prashanth](https://www.instagram.com/Naan__Prashanth)

WORK EXPERIENCE

Graphic Designer & Video Editor Freelancer

06/2023 - Present

Achievements/Tasks

- Designed Policy Brief For MS Swaminathan Research Foundation(Msrrf).
- Designed and executed a wide range of marketing materials, including brochures, flyers, social media graphics, and email campaigns, consistently meeting or exceeding client expectations.
- Experience with Video editing, color correction, sound design, and motion graphics.

Graphic Designer Uppturn

01/2023 - 06/2023

Achievements/Tasks

- Produced both eCommerce and non eCommerce creative content for clients.
- Conceptualize logo design, gif animations, Videos and social media channels to promote proudct brands.
- Prepared Illustrations and rough sketches of materail, discussing them with clients, and making necessary changes.
- Developed Graphics and Layouts for product illustrations, logos and website mirroring company Brand Style.

Videographer & Photographer Freelancer

01/2022 - 12/2022

Achievements/Tasks

- Executed photo shoots for a wide range of products, including electronics, fashion, home goods, and food items, ensuring accurate representation of colors, textures, and details.
- Utilized advanced knowledge of camera settings, lighting techniques, and post-processing software to produce high-quality and visually appealing images.
- Executed Short Films and Music Videos for multiple clients from concept ideation to completion with a focus on creative storytelling.
- Managed equipment, budgets, storyboards, scripts and shot lists while meeting all deadlines.

AREAS OF EXPERTISE

Visual Design & Story Telling

Colour Grading

Advanced Graphic Design

Engaging Video Editing

Dynamic Visual Design

Brand Designing

TECHNICAL SKILLS

Adobe Suit

Photoshop, Illustrator, Aftereffects, and Premiere Pro

Davince Resolve

DIY

Final Cut Pro

PERSONAL PROJECTS

Film Maker - Personal Youtube Channel (06/2021 - Present)

- Developed concept and overall content of my channel.
- From script to release all work including writing, Direction, Cinemotography, Editing, Poster Design and creative video thumbnail design for uploading.

CERTIFICATES

Udemey (01/2020 - 06/2020)

Adobe Creative suit Master Class, Davinci Reslove Master Class, Final Cut Pro Master Class andCinematic Lighting master class.

EDUCATION

B.com - Madaras University (06/2018 - 12/2021)

Bsc.Multimedia - ICAT Design & Media College (06/19 - Dropped)