

Ramakant Maraskole

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SUMMARY

Visual & Motion Designer specialising in **app creatives**, **motion graphics**, **marketing design** and **packaging**, — with proven experience building customer acquisition and conversion-driven visual systems. Delivers high-impact designs across app, digital, and print platforms with a strong focus on scalability, visual storytelling, and business impact.

EDUCATION

BACHELOR OF DESIGN (B.DES)

Indian Institute of Technology, Guwahati

CGPA: 7.21

Guwahati

Jul 2019 – May 2023

EXPERIENCE

APNA MART (FLEET LABS TECHNOLOGIES PVT LTD)

Bangalore, Full-time

Associate Visual Designer

Nov 2025 – May 2026 (Last Working Day: 20 May 2026)

- Designed festive **gift boxes** (Holi & New Year) for customer acquisition campaigns, driving user growth through **25,000+ distributions**
- Designed **homepage mastheads** for the app, aligning visuals with campaign messaging and promotions
- Created high-performing marketing creatives for **PM Ads** performance campaigns, improving engagement and conversions
- Developed **Lottie animations** for banners and UI elements, enhancing user interaction and app experience
- Produced **print materials**: newspaper ads, flyers, and offline marketing creatives
- Built scalable design templates and collaborated with marketing, product, and dev teams to ship production-ready assets

PRISM INC

Bangalore, Full-time

Visual Designer

Sep 2024 – Nov 2025

- Designed marketing and product creatives for a lighting and facade solutions company, strengthening brand presence
- Raised facade project conversion rate from **10% to 23%** through persuasive visual presentations and design communication
- Produced sales-driven product visuals and pitch materials to support client acquisition
- Developed **motion graphics** and **animations** for digital campaigns and executive presentations

SUGGAA VENTURES PVT LTD

Bangalore, Internship

UI/UX Designer

Jul 2024 – Sep 2024

- Designed on **boarding screen animations** and **search interactions** for mobile UI
- Created **micro interactions** and **UI animations**; delivered developer-ready Lottie assets for buttons, transitions, loaders, and empty states
- Collaborated with product design team on motion-driven prototypes and handoff-ready animation specs

POSITION OF RESPONSIBILITY

SPIRIT IIT GUWAHATI

Guwahati

Role

Sep 2020 – Dec 2021

- Spirit is one of the biggest annual sports events in North India, held at IIT Guwahati — overseeing all **branding**, visual identity, and event design
- Supervised the design team** and coordinated with other board members to deliver consistent creatives across all event touchpoints
- Managed end-to-end design execution across posters, digital assets, and on-ground branding materials

SKILLS

Design: Visual Design, User Interface Design, User Experience Animation, Digital Marketing Campaign, Marketing Creatives, Packaging Design, Branding, Layout & Composition, Color Theory, Design Systems, Typography Systems, Conversion-Driven Design, Prototyping Wireframing, Team Collaboration

Motion & 3D: Motion Graphics, Lottie Animation, 3D Design & Visualization, Lighting & Rendering, EmberGen

UI / UX: Interaction Design, UI, UX, Wireframing, Design Systems, Responsive Design, Micro-interactions

Tools: Adobe CC (Adobe Photoshop, Adobe Illustrator, Adobe After Effects), Figma, Blender, Cinema 4D, Autodesk Maya, Unity, Unreal Engine

ACHIEVEMENTS / EXTRA CURRICULARS

UI/UX Hackathon 2021: Secured 3rd position in the DFrame 2021- The UI/UXI Hackathon

Logo Competition: Winner of logo competition organised by Employees Co-operative Society IITG.

Sports: Participated in kho-kho, represented college in Spirit 2019 and 2022