

# Vaibhav Deshpande

Currently working as a **Lead Designer and WordPress Developer** at Sigmaflux. Experienced in developing revenue-generating websites using the WordPress, including e-commerce platforms. Skilled in designing impactful web interfaces and graphic assets that leave a lasting impression.

Have **actively trained** juniors and new joinees on WordPress, Content Management System (WordPress, Drupal, Joomla etc) and design tools, fostering team growth and knowledge sharing. Seeking opportunities to contribute my expertise in CMS-based development and design to innovative, result-driven projects.



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## Personal Details

**Date of Birth:** 31-05-1993

## Work Experience

### Lead Designer & WordPress Developer – Sigmaflux, Thane

April 2023 – Present

Contributed as a key member of the design and development team, working on impactful WordPress projects and client-facing digital solutions.

- Developed responsive, revenue-generating websites using WordPress, including e-commerce platforms.
- Trained juniors and new joinees on CMS and design tools, fostering team growth and collaboration.
- Optimized clients' LinkedIn profiles to improve visibility and engagement.
- Designed visually compelling assets and user interfaces aligned with client goals and brand identity.
- Created and managed WhatsApp marketing campaigns and chat flows to enhance customer engagement.

## **Associate Graphic Designer – Affinity Express, Pune (WFH)**

February 2022 – March 2022

Worked on graphic design projects for Vistaprint (US and UK), focusing on high-volume print design while maintaining quality and meeting strict deadlines.

- Designed a wide range of print materials, including business cards, brochures, flyers, stickers, labels, menu cards, and invitation cards.
- Ensured consistency and accuracy by maintaining detailed records of work units and shift output.
- Delivered high-quality designs while working under tight deadlines and bulk production environments.
- Adhered to brand guidelines and quality standards across all assigned projects.

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## **Creative Designer – R-Tech Network & Security Solutions**

October 2021 – January 2022

Worked closely with the marketing team to deliver creative design solutions aligned with brand identity and client requirements.

- Designed the company's official logo using Adobe Illustrator.
- Created brochures for various training courses and services offered by the company.
- Designed and modified jersey artwork for a client project.
- Developed social media graphics to boost online presence and engagement.
- Maintained consistency with the company's branding and design guidelines.
- Collaborated with the Marketing Head to deliver high-impact design solutions.
- Met tight deadlines while managing multiple design tasks efficiently.

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## **Freelance Graphic Designer**

August 2017 – June 2021

Collaborated with various clients to deliver customized branding and digital design solutions tailored to their business needs.

- Designed brand collaterals including logos, brochures, and social media posts.
- Created short promotional videos for digital campaigns.
- Ensured timely delivery of all projects while maintaining high quality standards.
- Communicated effectively with clients to understand their vision and translate it into visual designs.

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## **Education**

### **Bachelor of Engineering in Information Technology – University of Mumbai**

August 2012 – May 2019

## Soft Skills

- Strong communication skills
- Team collaboration & leadership
- Training & mentoring juniors
- Time management & multitasking
- Creative problem-solving
- Analytical thinking
- Client communication
- Attention to detail
- Ability to perform under pressure
- Adaptability to project needs
- Deadline-oriented approach

## Tools & Technologies

- **Web Development & CMS**
  - WordPress (ACF, CPT, Elementor, WooCommerce), Shopify (PageFly, Theme Customization), HTML5, CSS3, Basic JavaScript, Basic PHP
  - Know basics of Drupal, Joomla for some basic tasks
  - Basic understanding of LMS platforms such as Cornerstone, Moodle, etc
- **UI/UX & Graphic Design**
  - Adobe XD, Figma, Canva, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Corel Draw, Inkscape, GIMP
- **AI Tools & Generative Design**
  - Text & Interaction: ChatGPT, Claude AI, Google Gemini, GitHub Copilot, Perplexity
  - Image Generation: Midjourney, DALL·E 2, Leonardo AI
  - Video Generation: Runway, Atlabs AI
  - Audio & Voice: ElevenLabs, Suno AI
- **Video Editing & Motion Graphics**
  - Adobe Premiere Pro, Adobe After Effects, Sony Vegas Pro
- **Marketing & Productivity**
  - LinkedIn (Profile Optimization), WhatsApp Business (Campaigns & Chat Flows), Google Workspace (Docs, Sheets, Slides), Clickup (Kanban view for task management & project tracking)

## Certifications

- ChatGPT Guide — Coursiv, January 2025
- MidJourney Guide — Coursiv, January 2025
- Advanced WordPress & Elementor — January 2024
- Diploma in UX/UI Design — EDIT Institute, Thane, June 2022
- Practical UI/UX Projects — Figma, Udemy, April 2023
- Graphic Design Foundations: Layout and Composition — January 2022
- Graphic Design Foundation: Typography — January 2022
- Introduction to Graphic Design Concepts — January 2022
- User Experience Design Essentials – Adobe XD UI/UX — March 2021

