

SATHWIK NAAG SANKURU

GRAPHIC DESIGNER

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PROFILE

Graphic Designer with experience in creating visually engaging assets for large-scale college events, including posters, ID cards, and merchandise. Passionate about delivering clean, impactful designs that align with brand identity and enhance audience engagement.

Experienced in **leadership** as a Lead Graphic Designer for campus clubs such as **Google Developer Group On Campus**, managing design workflows and guiding creative direction. Skilled in visual storytelling, branding, and cross-team collaboration, with a strong ability to meet tight deadlines and contribute to smooth event execution.

PORTFOLIO

Design Portfolio - Sathwik Naag

EDUCATION

Bachelor of Technology

GITAM University Hyd

2023 - 2027

TECHNICAL SKILLS

Design: Branding, Visual Identity, Social Media Creatives, UI & UX Design

Video Editing: Video Editing, Motion Graphics, Promotional Content Creation

Tools: Adobe Photoshop, Illustrator, Figma, Canva, After Effects, PowerDirector

ACHIEVEMENTS & ACTIVITIES

- Strong foundation in programming concepts including **Java Full Stack Development** and problem-solving approaches.
- Completed AI & Data Science Internships at **BITS Pilani** and **SWECHA.ai** gaining exposure to real-world problem solving.
- Represented GITAM Hyderabad in **AIU (All India University)** Tournament as Team Captain - Valorant (Esports), demonstrating leadership and team management skills.
- Worked as a **Spartan** at The Esports Club, organizing esports events for major brands like HP and Alienware.

EXPERIENCE

College Clubs - GITAM University, Hyderabad

- Worked as a graphic designer for 9+ clubs, contributing to diverse design requirements across technical and cultural domains.
- Designed 100+ visual assets including posters, social media creatives, and promotional materials for 9+ college clubs, ensuring consistent branding across events.
- Created engaging digital and print creatives aligned with each club's branding and event themes.
- Coordinated with cross-functional teams to ensure timely delivery and effective communication.

College Events - GITAM University, Hyderabad

- Designed 50+ visual assets including ID cards, event posters, merchandise, and promotional materials for large-scale college events, improving event visibility and engagement across campus.
- Maintained consistent branding and visual identity across multiple event touchpoints.
- Collaborated with organizing teams to deliver high-quality creatives within tight deadlines.
- Maintained distinct aesthetics and theming for each event while ensuring overall visual consistency.

Freelance

- Delivered customized design solutions including wedding creatives, presentations, and event posters.
- Worked closely with clients to understand requirements and translate ideas into visually appealing outputs.
- Managed multiple projects independently while maintaining quality and meeting deadlines.

LEADERSHIP EXPERIENCE

CSL - ODM (2026–2027)

Campus Student Leader – Operations, Design & Media

- Led the Operations, Design, and Media vertical for GITAM Sports, overseeing branding, communications, and event execution.
- Reviewed and approved all design deliverables, ensuring consistency with GITAM Sports' visual identity and quality standards.
- Directed creative strategy for tournaments, sports campaigns, and campus-wide events across digital and print platforms.
- Managed end-to-end workflows for promotional content, event branding, social media assets.

Google DGoC, COGAAN & ENIGMA Clubs

Head of Graphic Design

- Delivered 70+ creatives including merchandise, logos, posters, banners, and digital content.
- Managed visual branding and promotional materials for technical and gaming events.
- Contributed to planning and execution of campus-level technical initiatives.
- Worked closely with cross-functional teams to maintain consistent visual identity.