



Avinash Shrestha

Web Designer



Kathmandu, Nepal



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PROFILE

Driven professional with 9+ years of experience in the Web design & Advertising Industry. My goal is to use my skills in order to help the organization grow and improve my skills.

CORE COMPETENCES

- BA\MCJ
- Mass Communication
- News Reporting
- News Editing
- Radio Program Production
- Photo Journalism
- Media Management
- TV Program Production
- Advertising and Marketing
- Public Relations
- Web Development
- Film Production

EXPERIENCE

January 2014 – Current

Web Designer/ Developer

CARAOU DIGITAL | LAZIMPAT, KATHMANDU, NEPAL

- Take ownership of design projects
- Design page layouts and templates
- Produce design assets for use in social media and marketing channels
- Develop and maintain consistent branding
- Collaborate with UX, marketing, engineering, and other teams
- Utilize data and analytics in making design decisions
- Work with front-end web developers to deploy designs
- Select and prepare imagery
- Create and maintain a database of design assets

September 2012 – December 2013

Advertising Director

PAGODA LABS PVT. LTD | LAZIMPAT, KATHMANDU, NEPAL

- Create, design and develop brand image for customers' products or services
- Develop brand building strategies for the creative team
- Assist creative teams in implementing brand building strategies
- Develop and initiate artistic strategies for advertising campaigns
- Conduct frequent creative meetings to ensure effective advertising campaign for the client
- Attend and coordinate client meetings with the Creative Heads
- Monitor advertising campaigns from concept to finished product
- Operate within the budget limits
- Handle projects and campaigns meeting deadlines
- Find innovative ways to connect with target audiences
- Direct and oversee all design and advertising ventures

May 2011 – August 2012

Web and Graphic designer

LIGHT AND SHADE CREATIVE STUDIO PVT. LTD | KATHMANDU, NEPAL

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- Produce design assets for use in social media and marketing channels
- Develop and maintain consistent branding
- Collaborate with UX, marketing, engineering, and other teams
- Select and prepare imagery
- Create and maintain a database of design assets
- Take ownership of design projects

EDUCATION

Bachelor in Arts Mass communication and Journalism (BA\MCJ) 2011
College of Journalism and Mass Communication (CJMC), Tarakeshwar, Nepal

LANGUAGES

- English :Professional proficiency

References available on request