

YATRI LACHHANI

Graphic Designer & Digital Creator

Email: horizongallery311@gmail.com

Phone: +91 9428076632

SUMMARY

Experienced Graphic Designer with 3+ years of expertise in logo design, video editing, and e-commerce branding. Proficient in Adobe Express and Canva, creating impactful visuals that enhance business presence. Skilled in digital business setup and delivering client-focused creative solutions.

WORK EXPERIENCE

Graphic Designer & Video Editor
Horizon Gallery, Freelance & Projects

March 2021 – Present

Designed custom logos and branding elements for 500+ clients across industries, ensuring unique visual identity.

Created high-quality promotional and explainer videos, increasing audience engagement by 30%.

Specialized in crafting animated illustrations to deliver captivating digital stories.

Collaborated with marketing teams to optimize visuals for e-commerce platforms, improving product visibility.

Guided startups in designing and launching their digital businesses, including store branding and social media content.

EDUCATION

Diploma in Computer Science
Government Polytechnic Porbandar

June - 2020

PROJECT HIGHLIGHTS

Logo Creation for Emerging Startups

Delivered tailored logo designs for 20+ startups, ensuring alignment with their brand vision and market trends.

E-commerce Store Setup & Design

Built complete branding kits and digital assets for online businesses, enabling a seamless customer experience.

Video Marketing Campaigns

Produced creative video campaigns resulting in a 25% increase in social media engagement for multiple clients.

SKILLS

Design Tools: Adobe Express, Canva,

Creative Skills: Logo Creation, Illustration Videos, Video Editing

Digital Expertise: Digital Business Setup, E-commerce Optimization

Soft Skills: Time Management, Client Communication, Team Collaboration

COVER LETTER

Subject: Application for the Role of Graphic Designer

Dear [Hiring Manager]

I am writing to express my interest in the Graphic Designer position at [Horizon Gallery]. With over three years of experience in graphic design and video editing, coupled with expertise in tools like Adobe Express and Canva, I have cultivated a passion for crafting compelling visuals that resonate with target audiences.

During my tenure at Horizon Gallery and through various freelance projects, I have had the privilege of creating unique branding solutions, promotional materials, and digital assets for businesses across industries. My ability to seamlessly blend creativity with functionality has enabled my clients to elevate their brand presence and achieve tangible results, such as increased customer engagement and sales.

In addition to my technical skills, my experience in e-commerce and digital business setup equips me to contribute beyond design. I thrive in collaborative environments and am committed to delivering exceptional work that aligns with both project goals and client expectations.

I am excited about the opportunity to bring my skills and passion to [Company] and contribute to your creative team. I would welcome the chance to discuss how my experience aligns with your vision.

Thank you for considering my application. I look forward to the possibility of working together.

Best regards,

Yatri Lachhani

Phone: +91 9428076632

Email: horizongallery311@gmail.com