



Harsh Khetia

Graphic Designer

Contact

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New Brunswick, New Jersey

Software Skills

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effects
Adobe XD
Adobe Creative Cloud
Shopify
Klaviyo
Attentive

Design Skills

Email & SMS Marketing
Social Media Marketing
Web Design (HTML & CSS)
Motion Graphics
Photo Editing
Video Editing
Display Ads
UX/UI

Personal Skills

Teamwork
Time Management
Communicator
Problem Solving
Creativity
Collaborative

Work Experience

FOCO Graphic Designer

July 2019 - Present

- Designed and uploaded web banners through Shopify across 3 different e-commerce websites weekly. (FOCO US, FOCO UK and SportsFanIsland).
- Worked quickly and efficiently on tight timelines, and quick turnarounds based on real-time sporting events around the world.
- Increased email & SMS subscriber lists through regular, seasonal, promotional, and event-related email & SMS graphics.
- Uploaded and scheduled emails & SMS through Klaviyo and Attentive.
- Generated 35% of company monthly revenue through email and SMS content.
- Raised brand awareness through marketing campaigns for product launches and major sports events such as Super Bowl, World Series, NBA Finals, and many more.
- Created engaging organic social media posts for Instagram, Facebook, and Twitter to increase engagement and followers.
- Collaborated with outside affiliates to create social media ads and display ads to run across multiple social media platforms and websites.
- Created display ads to run alongside marketing campaigns for major sporting events.

DoughMain Financial Literacy Foundation Graphic Design Intern

Summer 2018

- Assisted with graphic design, tech support, and editorial tasks.
- Worked alongside the marketing team to create social media posts to raise awareness of the foundation.
- Implemented and fine-tuned DMFLF Curriculum materials, Branding, FitKit for Girls and FitKit for Boys branding, and other elements of the program for packaging and distribution.
- Created logos, book covers, brochures, and graphics for seasonal campaigns.

Freelance Jobs

- Created the logo and social media posts for 1 Stop Cars.
- Designed the book cover for "VLNRBL" by Palak Vani.
- Produced monthly flyers for the "MINDS" foundation.

Education

The College of New Jersey
B.F.A Graphic Design

May 2019

Mercer County Community College
A.S.S Advertising & Graphic Design

January 2017