

JITHIN PRASANNAN

Senior Graphic Designer & Production Specialist
Print-Ready Artwork & Large-Format Print Production

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View my portfolio: jithinprasannan.com →

PROFESSIONAL SUMMARY

Senior Graphic Designer and Production Specialist with 7+ years in the UAE, specialising in print file preparation: turning brand key visuals into accurate, print-ready artwork for large-format print, retail displays and fabrication. Currently delivering artwork for duty-free and travel-retail activations, hypermarket campaigns and Dubai Metro station branding for global spirits and FMCG brands. Hands-on across prepress, technical drawings, material selection, sampling, quality control and installation, with 3D visualisation in SketchUp and AI-assisted creative development; supported by a diploma in digital marketing. 200+ clients served, 100+ logos designed and 500+ print projects delivered.

SKILLS

Print File Preparation & Prepress: Print-ready artwork, key visual (KV) adaptation to multiple sizes and formats, bleed and cut-line setup, colour management, file checks before output, technical and production drawings

Design Software: Adobe Illustrator, Photoshop, InDesign, Acrobat Pro, Canva, SketchUp Pro, CADmate

Graphic Design: Brand identity, packaging, print collateral, signage and display graphics

Print & Production: Large-format and digital print, signage, metro and display wraps, quality control, machine operation, cost estimation, print methods and materials advice

Retail Displays & Fabrication: FSDUs, gondolas, islands, bays, arches, pallet wraps, exhibition stands, illuminated displays, metal, wood, acrylic and paint finishes, technical sampling, installation supervision

3D Visualisation & AI: 3D visualisation of retail displays in SketchUp Pro; AI-assisted creative development and concept visuals

Management: Cross-department coordination, client relations, project and budget management, branch operations, workflow optimisation

Digital Marketing (supporting): Google Ads, Google Analytics, Google Tag Manager, SEO and social media basics

SELECTED BRANDS

Travel retail & spirits: Grey Goose, Johnnie Walker (Black Label, Blue Label, Ruby), Patrón, Smirnoff, The Singleton, Talisker, Ploom. **FMCG & retail:** Galaxy, Jewels, M&M's, Snickers, Twix, Skittles, Hershey's, Be-Kind. **Transit:** Dubai Metro.

PROFESSIONAL EXPERIENCE

Senior Graphic Designer & Production Specialist

Rely Industries | Dubai, UAE | Sep 2024 – Present

- Design and produce travel-retail and duty-free activations for premium spirits brands, including Grey Goose, Johnnie Walker, Patrón, Smirnoff and The Singleton.
- Deliver seasonal hypermarket campaigns (Ramadan, Khareef, sports promotions) for Galaxy, Jewels, M&M's and Snickers: gondolas, islands, arches, pallet wraps and FSDUs.
- Lead large-scale Dubai Metro station branding, including station wraps, escalators, lifts, doors and bridge graphics.
- Prepare print-ready files and production-ready technical designs from creative key visuals for large-format print and manufacturing, working alongside 3D designers.
- Direct workflows across metal, carpentry, acrylic and paint departments; supervise sampling from digital design to lit, finished prototype.
- Advise on printing methods, materials and processes to balance quality and cost.

Digital Marketing Executive

GraphicGateae | Dubai, UAE | Jul 2024 – Sep 2024

- Supported Google Ads, SEO and social media campaigns for wide-format and digital print services, alongside design work.

Graphic Designer & Production Specialist

OBL Prints – Dubai Printing Press | Dubai, UAE | Jan 2022 – Mar 2024

- Designed and produced large-format graphics, signage and marketing materials for events and retail spaces.
- Prepared cost estimates, managed project budgets and ran the full production lifecycle, including machine operation and quality control.
- Built long-term client relationships in the events and retail sectors.

Branch In-Charge & Graphic Designer

DESCO Print & Studio | Dubai, UAE | Sep 2019 – Dec 2021

- Joined as Graphic Designer; promoted to Branch In-Charge in Jan 2021.
- Managed branch operations, staff, workflow and quality control while handling premium client projects from concept to print.
- Designed and printed banners, posters and large-format work on digital printing equipment for clients across many industries.

Freelance Graphic Designer

Self-employed | Dubai, UAE | Dec 2018 – Sep 2019

- Created brand identities, logos and marketing collateral for multiple clients, managing each project end to end.

Junior Graphic Designer

Eskay Designing & Advertising | Thiruvananthapuram, India | Jan 2018 – May 2019

- Created visual content for advertising campaigns and supported senior designers on client projects.

EDUCATION

- **Professional Diploma in Digital Marketing** – IPCS Global, Dubai (2024)
- **Diploma in Graphic Design** – TCIL-IT Education & Training (2018)
- **Diploma in Electrical & Electronics Engineering** – Amrita Vishwa Vidyapeetham (2017)

CERTIFICATIONS

Google Ads AI-Powered Performance; Advanced Google Analytics; Google Tag Manager Fundamentals; Fundamentals of Digital Marketing; Content Marketing

ADDITIONAL INFORMATION

Languages: Malayalam (native), English, Hindi, Tamil | Valid UAE Driving Licence | Portfolio: jithinprasannan.com