



PRASHANTH LAKKAM

SENIOR GRAPHIC DESIGNER | MOTION & VIDEO EDITOR |
AI-POWERED DESIGN SPECIALIST

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🌐 www.prashanthlakkam.live

👤 PROFILE

Dedicated and highly skilled Graphic Designer with extensive experience in creating high-impact visual communications for global enterprise clients. Specialized in "Googlifying" presentations, developing custom brand identities, and leveraging advanced AI design tools to enhance creative workflows. Proven track record of managing complex design requests (PitchHub/EGNOS) and delivering professional, standard-compliant assets under tight deadlines.

🎓 EDUCATION

Graduation - B.A

(Jan | 2022) to Present

2015

Inter

2007

SSC

2003

💡 SKILLS

- After Effects
- Generative AI Tools (Flow, Adobe Firefly)
- Photoshop cc
- Illustrator cc
- Premiere Pro
- Adobe Indesign
- Adobe Animate
- Adobe XD
- E-learning
- Ms Office
- Google Slides

(Sep | 2016) to (Jan | 2022)

🌟 EXPERIENCE

COGNIZANT TECHNOLOGY SOLUTIONS INDIA PVT. LTD

Visual Designer (SME)

📍 Mindspace, Hyderabad

Client (Google (via xWF) | Manage and execute high-priority design requests for global accounts including Macy's, Vodafone, GSK, and Emirates NBD. Transform basic slide decks into professional, visually engaging presentations by integrating custom icons, illustrations, and framed layouts. Utilize AI-powered tools to accelerate the recreation of blurred or low-resolution graphics, ensuring all assets meet strict Google quality standards. Lead "handover" processes for large-scale projects, ensuring seamless continuity and quality control (QC) across multi-designer workflows. Key Achievement: Successfully managed Case #20420 (Regnology), overseeing the redesign of a 48-slide executive deck for C-level audiences within a 24-hour turnaround.

APOLLO HEALTH & LIFESTYLE LIMITED

Sr. Graphic Designer

📍 Begumpet, Hyderabad

Lead the design and visual strategy for healthcare-centric marketing materials and corporate presentations. Ensure all design deliverables align with Apollo's premium branding and clinical excellence standards. Collaborate with various healthcare departments to create patient-facing educational materials and internal stakeholder decks.

📁 EXPERTISE

- Graphic and Motion Design
- Website Design
- User Interface Design
- Delivering presentations
- Branding Corporate Design
- Videography and Photography

(June | 2015)
to (Sept |
2016)

ANANTHA CYBERTECH PRIVATE.LTD.

Graphic Designer 📍 Hyderabad

Carrying the role of Designer For UK Based Online Stores, My role is dealing with all aspects of Web Designing and, Graphic Designing, Creating Ads, web banners, logos, banners(flexi), Brochures, visiting cards, adwords banners etc., My responsibility is to design all the things that are related to, web and graphics, Producing graphic content for site re-skins, page layouts, email designs, site graphics & static & Flash banners.

📁 PORTFOLIO

<https://www.behance.net/lakkamprashanth7032>

Below, you will find a curated selection of design video shorts showcasing my creative professional work. These highlights represent my expertise in visual storytelling, motion graphics, and digital design. Each short provides a glimpse into the creative process and the high-quality results delivered for various projects.

