

# Parag Borse

UI UX Designer | Graphics designer

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## Profile:

Innovative UI Designer, Graphic Designer, and Video Production Specialist with hands-on experience in creating social media content, developing CRM, and brand marketing strategy. Creating compelling digital experiences in managing marketing campaigns and developing in-house apps for operational efficiency.

## Experience:

### Folk Fitness, Intern Video Editor

(July 2019 – September 2019)

- Edited in-house fitness exercise videos incorporating cultural practices.
- Contributed to enhancing brand storytelling through engaging visual content.

### Classic Publicity | Graphic Designer

(September 2020 – March 2021)

- Handled social media content creation and management for their second brand called "Puneshor"
- Managed client campaigns for Mahindra product launches and marketing for local Pune brands.

### Brickfolio | Graphic Designer & Video Production Head

(July 2021 – February 2022)

- Designed and managed video production for all social media channels and lead generation platforms.
- Developed and launched an in-house CRM app for communication, entries, deal closings and streamlining team operations.
- Created social media content and managed online brand presence.

### Sellworth Realspaces | Graphic Designer & Video Production Head

(September 2022- June 2023)

- Designed their Website
- Created and managed social media content for lead generation.
- Produced and edited high-quality video content for brand promotion.
- Developed comprehensive digital marketing strategies to enhance client engagement.

### New York Institute of Technology | Graduate Assistant (Dept. of Digital Arts)

(September 2024- December 2024)

- Conducted various events and workshops

### New York Institute of Technology | Social Media Ambassador

(February 2025 – Current)

- Boosting NYIT's social media and YouTube presence through student-driven content, I focus on creating engaging videos, promoting campus events, and analysing trends.
- My role involves capturing event highlights, handling YouTube and tracking emerging trends.

## Education:

Pursuing 2024 | Graduate Degree in UX/UI Design & Development | New York Institute of Technology  
2019-2023 | Bachelor of Fine Arts in UX/UI Design | 7.4 cgpa | MIT World Peace University  
2016-2019 | Diploma in Computer Science | 8.2 cgpa | Dr. D.Y. Patil School Of Engineering  
2016 | Secondary School Certificate | 7.8 cgpa | Trinity School, India

## Skills:

- Design & Development: UI/UX Design, CRM App Development, Graphic Design, Web Design
- Marketing & Content Creation: Social Media Strategy, Lead Generation, Campaign Design
- Video Production: Video Editing, Post-Production, YouTube Content Creation
- Tools & Software: Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro , After Effects), Final Cut Pro, CRM Systems

## Notable Projects:

- Mahindra Product Launch Campaigns: Developed video and graphic content for new product launches.
- Puneshor Brand Development: Managed content strategy and creation for the brand's social media handle.
- In-House CRM Application: Designed a communication and workflow tool for Brickfolio's internal operations.
- Lead Generation Campaigns: Produced multimedia content to boost engagement for Sellworth and other clients.

## Certifications:

- Google Digital Marketing Course
- Coursera Video Editing Certifications

## Social:

- Worked for Rohin Hood Army in India

## Additional Experience:

- Social media marketing & production for brands like Petrosstone, Cafe Good luck, &Upscale Properties.
- Cinematography and production for educational institutions like MIT WPU & Dr. D.Y. Patil Unviersity