



Prasonjit Matia

Graphic Designer | Illustrator | Digital Artist

+91 9163063828

/prasonjitmatia09/

prosenjit.matia@gmail.com



WORK EXPERIENCE

CommercelQ (March 2023–till date)

Graphic Designer L4, Bengaluru, India

– Day to Day Design and Execution of New Product Launch Ads, Anchor Image, E-mail Marketing, Website asset designs, Micro-sites, etc.

MagicDecor Pvt. Ltd (2020–2023)

Creative Team Leader, Bhubaneswar, India

• Managed a team of 5 designers, working on creating full custom wall murals for B2B

Printview Pvt. Ltd (2019–2020)

Associate Graphic Designer, Bhubaneswar, India

• Worked on Print Media Design, B2B and B2C.



SOFTWARE SKILLS



INTERSHIPS

Summer Internship, HASHTAG DMS (Virtual)

Selected through Internshala.

Online Marketing, Web Designing., UX/UI

Intern, GROZIP, Kolkata, W.B

Worked as a Web Designer and helped in designing their website, UI.

Summer Internship, PRINTVIEW, ODISHA

Worked on Print Media, direct client, online products, product development etc.



AREA OF EXPERTISE



PROJECTS

Was Part of the **CIQ's CRM Emailer Campaigning** in achieving **Stage 2 leads**

Designed Ads, Videos and Ui assets for CIQ's own **Ai driven** product called "**CommercelQ Insights**".

Achieved a **CTOR of 6.23%** and **111 new leads** through custom E-mailers and Micro-sites.

Handled the entire website flow for **commercelq.ai**

Designed Pitch Decks, emailers, one pagers and Website Assets when **CommercelQ** accrued **efundamentals**.

Designed and Rebranded the entire website content for DSA and Co-pilot program for **new leads** and **Stage 1**

Created an introduction video and Hero Image for CommercelQ's own product called **CIQ Insights**, a **chrome plugin**

Did Entire Branding For previous company **<https://themagicwall.com/>**

2000sqft Wall Mural Custom Design For KIIT(Kalinga Institute for Industrial Technology).

Managed an Entire Team for Custom Wallpaper Design at **HRC(Highradius)**, Bhubaneswar Branch.

25⁺

COMPANIES

150⁺

BRANDS

9⁺

EXPERIENCE