

ANUP KUMAR MARNDI

Creative Designer | UI/UX Designer

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EXPERIENCE

Digital Marketing Intern

Hirekarma, Bhubaneswar

06/2026 – Present Remote

Created and managed engaging digital content, including social media posters, carousels, reels, and promotional videos for LinkedIn, Instagram, Facebook, and Threads, maintaining a consistent brand identity across all platforms. Increased monthly content impressions by 40% while maintaining a 15.5% engagement rate through strategic content planning and optimization. Executed end-to-end digital marketing campaigns, leveraging content creation, performance analytics, and audience insights to enhance brand visibility and engagement.

Marketing Intern

Seastella Maritime

01/2026 – 03/2026 Remote

Designed 30+ social media creatives and edited promotional videos for maritime industry clients. Collaborated with the marketing team to deliver high-quality visual assets within project deadlines. Supported marketing campaigns that helped increase social media engagement by 15–20%.

Graphic Design & Video Editing Intern

Snaplay (VOIX DIGITAL)

01/2026 – 03/2026 Remote

Designed engaging visuals, edited promotional videos, and created attractive poster designs for OTT shows. Contributed to improved audience engagement and stronger digital presence across the company's platforms.

EDUCATION

B. Tech in Computer Science & Engineering

Parala Maharaja Engineering College

2023 – Present Berhampur, Odisha

Intermediate in Science

Government Higher Secondary School

2021 – 2023 Rourkela, Odisha

Matriculation

Gyana Jyoti Public School

2013 – 2021 Rourkela, Odisha

ACHIEVEMENTS

- Designed 200+ Engaging Creatives.
- Working with 15+ Regular Clients

SUMMARY

Creative Designer and Full-Stack Web Developer with a strong foundation in UI/UX design, graphic design, and modern web technologies. Experienced in developing responsive web applications, designing intuitive user experiences, and building scalable backend and database solutions. Proficient in database modeling, aggregation pipelines, and performance optimization to deliver efficient and impactful digital product.

SKILLS

Designing Skills

Layout Typography Color Theory Prototyping
UI/UX Principles User Psychology Design System
Accessibility

Designing Tools

Photoshop Illustrator Adobe Express Figma
Premiere Pro After Effects DaVinci Resolve

Technical Skills

HTML5 CSS3 JavaScript React PostgreSQL
Tailwind CSS Git & GitHub MongoDB Express.js

AI Tools

ChatGPT Gemini Stitch Flow Claude
Lovable Grok Midjourney

EXTRACURRICULAR ACTIVITIES

Post-Production Coordinator

Audio Visual Society (2025–26)

Design Head

Art & Photography Club (2025–26)

Newsletter Editorial Member

Department of CSE

SOCIAL LINKS

www.designwithwhy.com
www.behance.net/anupkumarmarndi/
www.instagram.com/yt_anupkumar/