

# SABIN MARASINI

Creative Media Designer

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Creative and results-driven Designer with multi-sector experience in agencies, finance, healthcare, education, travel & internet services. Skilled at blending design, motion, and digital strategy to deliver campaigns that grow engagement, generate leads, and increase revenue. Experienced in delivering design direction for high-impact brands, from national ISPs to education and lifestyle companies. Adept at brand storytelling, campaign strategy, and creating visuals that are not just aesthetically compelling but also performance-driven.

## EDUCATION

### Lincoln University College

Bachelor of Information Technology  
2024 - 2028 (expected)

### Goldengate Int'l College

+2 High School (NEB)  
2022 - 2024

## EXPERTISE

- ✓ Creative Design
- ✓ Brand Identity
- ✓ UI/UX Design
- ✓ Motion Graphics
- ✓ Visual Storytelling
- ✓ Campaign Strategy
- ✓ Digital Marketing
- ✓ AI-Enhanced Design

## SKILLS

- Photoshop • Illustrator • Figma
- After Effects • Premiere Pro
- Canva • WordPress • Framer
- Office Suite • Notion • AI Tools
- Creativity & Innovation
- Visual Communication
- Team Collaboration
- Adaptability & Flexibility
- Time & Project Management

## WORK EXPERIENCE

### ● Senior Designer | Classic Tech (ISP) *Aug 2025 - Present*

- Directed brand visuals across digital, print, and ad campaigns, ensuring alignment with business goals.
- Designed and executed Dashain 2025 festival campaign that increased customer sign-ups by 25% within one month.
- Produced ad creatives and social content that generated 10K+ leads and lifted CTRs by 20%.
- Established a design system and brand guidelines that cut campaign turnaround time.
- Partnered with marketing teams to support product launches, boosting audience recall and engagement.

### ● Graphic Designer | Infinity Digital Agency *Mar - Aug 2025*

- Delivered branding and campaign designs for 15+ clients across travel, healthcare, finance, and education.
- Created carousels and reels that improved client social media engagement by 35% on average.
- Developed visual identities for new brands, including Banjungle Adventure and Alamkara Jewelry, enhancing brand recognition.
- Produced digital ads for Standard Gold Exchange that increased customer trust and drove 20% growth in online inquiries.

### ● Graphic Designer | Mayur Digital *Sep 2024 - Jan 2025*

- Designed OOH advertisements, social creatives, and print materials that improved client campaign consistency.
- Revamped company website & online presence, increasing client inquiries.
- Produced marketing assets that contributed to a drastic rise in repeat business.
- Collaborated with client creative teams to ensure consistent event branding.