

SRINU VISLAVATH

Senior Graphic Designer · Flexible Packaging Specialist · Prepress & Production Coordinator

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PROFESSIONAL SUMMARY

Results-driven Senior Graphic Designer and Packaging Production Specialist with 5+ years of end-to-end experience in flexible packaging design, rotogravure prepress, cylinder order management, and production coordination at a leading packaging manufacturer. Expertise spans all major pouch formats — flat bottom, stand-up, centre seal, centre seal with side gusset, and three side seal pouches — combined with hands-on proficiency in ECRM and Zoho CRM software for order entry, billing, purchase orders, and job work tracking. Adept at design verification, print quality control, machine-wise production planning (P1 / P2), cylinder specification, quotation generation, and full production handover — from artwork approval to shade card delivery.

CORE COMPETENCIES

- ▶ Flat Bottom Pouch Design
- ▶ Stand-Up Pouch Design
- ▶ Centre Seal Pouch Design
- ▶ Centre Seal with Side Gusset
- ▶ Three Side Seal Pouch Design
- ▶ Spout Pouch & Zip Lock Design
- ▶ Rotogravure Artwork & Prepress
- ▶ CMYK Color Management
- ▶ ECRM Software — Data Entry & Management
- ▶ Zoho CRM — Orders, Billing & Purchases
- ▶ Cylinder Order & Proof Management
- ▶ Machine Planning — P1 & P2 (8 & 9 Colour)
- ▶ Quotation Preparation & Approval
- ▶ Purchase Bill & Sale Bill Processing
- ▶ PPC Coordination & Production Handover
- ▶ Print Quality Control & Shade Cards

END-TO-END PRODUCTION WORKFLOW

- 01 Design Receipt & Verification:** Receive customer artwork or develop new designs; verify all text, colour values, and design file integrity before proceeding.
- 02 Print Quality Pre-Check:** Assess artwork for print output quality; identify potential printing issues and flag corrections before machine planning.
- 03 Machine Planning (P1 / P2):** Plan jobs to P1 (9-colour, high-spec) or P2 (8-colour) rotogravure machines based on job complexity, colour count, and production priority.
- 04 Cylinder & Colour Planning:** Determine number of cylinders, special colours, circumference, and length requirements; plan cylinder allocation ahead of production.
- 05 PPC Coordination & Size Confirmation:** Liaise with PPC department to confirm final pouch sizes; verify specifications against sleeve printing machine requirements.
- 06 Quotation Generation:** Prepare detailed customer quotations covering cylinder count, size, machine assignment, circumference, length, and standard rates.

- 07** **Eye Mark & Add-On Specification:** Set eye mark sizes per machine standards; specify add-ons including zipper, V-notch, Euro hook, and sealing parameters per pouch type.
- 08** **Printout Approval:** Send printout to customer for approval; process feedback and confirm before placing production order.
- 09** **Order Entry — ECRM & Zoho:** Enter approved orders into ECRM and Zoho software; record cylinder details, sizes, layer specs, printing size, and all job work data accurately.
- 10** **Cylinder Proof & Dispatch:** Receive cylinder proof from engraver; obtain customer approval; coordinate cylinder dispatch and incoming inspection for dents or defects.
- 11** **Billing — Purchase & Sale:** Raise purchase bills and sale bills; hand over billing documents to the accounts department.
- 12** **Production Handover & Shade Cards:** Inform PPC department for production scheduling; oversee presentation stage; coordinate lab team for shade card preparation and handover.

PROFESSIONAL EXPERIENCE

Graphic Designer & Production Coordinator | AVNFLEX PACKAGING PVT LTD | 2025 – 2026 Present

- ▶ Manage complete end-to-end packaging workflow from design receipt and artwork verification to cylinder order, production planning, and shade card handover.
- ▶ Design and develop print-ready artworks for flat bottom pouches, stand-up pouches, centre seal pouches, centre seal with side gusset, three side seal pouches, spout pouches, and zip lock pouches.
- ▶ Plan machine allocation (P1 – 9 colour / P2 – 8 colour rotogravure) based on job specifications, colour requirements, and production capacity.
- ▶ Enter and manage all order data, cylinder details, billing, purchase orders, and job work records in ECRM and Zoho CRM software.
- ▶ Prepare detailed customer quotations covering cylinder count, circumference, length, machine assignment, and special colour requirements.
- ▶ Coordinate with PPC department for size confirmation, sleeve printing machine alignment, and production scheduling.
- ▶ Inspect incoming cylinders from engraver for dents or defects; obtain customer proof approvals before dispatch to production.
- ▶ Process purchase bills and sale bills; coordinate with accounts and production departments for smooth job handover.
- ▶ Develop CMYK colour separations and rotogravure print-ready files with accurate prepress production workflow.
- ▶ Produce AI-powered promotional videos, motion graphics, and social media creatives for FMCG packaging clients.

Graphic Designer | ACCURISE MEDIA PVT LTD | 2023 – 2025

- ▶ Designed brochures, banners, posters, and digital advertisements for multiple commercial clients.
- ▶ Edited promotional videos, branding reels, and social media content from concept to final delivery.
- ▶ Delivered high-quality creative projects within deadlines with consistent client satisfaction.

Graphic Designer | MANASA PRINTERS | 2022 – 2023

- ▶ Created print-ready flex banners, pamphlets, business cards, and commercial print designs.
- ▶ Supported production teams with layout preparation and artwork corrections.

Junior Graphic Designer | SHRI S.V DIGITAL PRINTS | 2021 – 2022

- ▶ Designed flex printing layouts and promotional branding materials.
- ▶ Assisted in logo design, print production support, and client deliverables.

SOFTWARE & TECHNICAL TOOLS

ECRM Software	Zoho CRM	Adobe Illustrator	Adobe Photoshop	CorelDRAW	Adobe InDesign
Premiere Pro	After Effects	Canva	Filmora	HTML5 / CSS3	MS Office

EDUCATION & LANGUAGES

- ▶ Degree — 2016 – 2019
- ▶ Intermediate — 2014 – 2016
- ▶ SSC / 10th — 2013 – 2014
- ▶ Telugu (Native)
- ▶ English (Professional)
- ▶ Hindi (Conversational)

PERSONAL STRENGTHS

- ▶ Creative Thinking & Design Accuracy
- ▶ Print Quality Control & Attention to Detail
- ▶ Fast Learning & Adaptability
- ▶ Problem Solving & Decision Making
- ▶ Time Management & Multi-Project Handling
- ▶ Team Collaboration & Client Communication
- ▶ Production Coordination & Planning
- ▶ Data Entry Accuracy & Software Proficiency

Packaging Design Specialist · Rotogravure Prepress Artist · Flexible Packaging Expert · Flat Bottom Pouch Designer · Stand-Up Pouch Designer · Centre Seal Pouch · Three Side Seal Pouch · Centre Seal with Side Gusset · ECRM Software · Zoho CRM · Cylinder Order Management · Machine Planning P1 P2 · Quotation Specialist · CMYK Colour Management · Purchase Order Processing · Production Coordinator · PPC Department Liaison · Print Quality Control · Shade Card · FMCG Packaging · Brand Identity Designer · AI Video Editor · Motion Graphics