

GURUPRASAD D. ACHARI

Senior Visual Communication Designer — SSS Defence

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I run the visual side of a small-arms manufacturer, end to end: brand, social media, defence expos, 3D product visualisation, photography and video.

I also build the tools behind it. Using Claude Code and AI automation, I ship websites, internal apps and production pipelines that let a lean design function move like a much larger one.

360°	Ownership of design, brand, social, events and 3D
AI	Automation, apps and websites built with Claude Code
3D	Product renders and exploded views for catalogues and expos

01 EXPERIENCE

CURRENT ROLE

SSS DEFENCE

2025 – Present

Senior Visual Communication Designer
SMALL ARMS & AMMUNITION MANUFACTURER · BENGALURU

I lead all visual communication for the company, from brand guidelines to the expo floor, working directly with management and engineering.

BRAND & DESIGN	- Own the brand system and guidelines, and apply them across every customer-facing touchpoint: print, digital, packaging and signage. - Produce product catalogues, datasheets, and tender and presentation decks for armed forces, police and government buyers.
SOCIAL MEDIA	- Run the company's social channels end to end: content calendar, copy, design, reels, and product launch campaigns. - Shoot and edit product photography and video for launches, trials footage and corporate films.
EXPOS & EVENTS	Plan and design the company's presence at defence exhibitions and events, covering stall graphics, product display panels, standees, brochures and on-ground media coverage.
3D VISUALISATION	Create 3D models, renders and exploded views of firearms and accessories for catalogues, launches and exhibition displays.
AUTOMATION & AI	- Build websites, internal web apps and design automations with Claude Code and AI tools, cutting manual production time on repeat work. - Get every release signed off by engineering and management first, so nothing sensitive or export-controlled reaches the public.

02 CAPABILITIES

DESIGN & BRAND
Brand identity & guidelines
Visual communication
Layout & typography
Catalogues & datasheets
Infographics & pitch decks

BUILD – AI & WEB
Claude Code
Frontend development
UI / UX design
Websites & web apps
Workflow automation

MOTION, VIDEO & PHOTO
Product photography
Video production & editing
Motion graphics
Reels & short-form

3D
Product modelling
Rendering & lighting
Exploded views

TOOLS
Illustrator · Photoshop ·
InDesign · After Effects ·
Premiere Pro · Figma · CorelDRAW
· PowerPoint

03 DEFENCE INDUSTRY SPECIALISM

- Defence expo & stall design
 - Tender & procurement decks
 - Product launch campaigns
- Firearm product visualisation
 - Technical marketing collateral
 - OPSEC-aware publishing

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EARLIER EXPERIENCE

ELITE WAVE MEDIA LLP

Jan 2024 – Jan 2025

Graphic Designer

CREATIVE & MEDIA AGENCY

I worked on branding, campaigns and presentations for clients in IT, fintech, energy and media.

- Designed brochures, social media collateral, logos, banners and on-screen presentations within strict brand guidelines.
- Built the pitch presentation that won the agency a high-value client, and produced pitch decks for its expansion into corporate work.
- Produced animated assets, reels and infographics with After Effects and Premiere Pro, using AI for voiceover and audio clean-up.

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SELECTED WORK

ELITE WAVE MEDIA · 2024

EXXONMOBIL

YEAR-END EMPLOYEE
FILM

A year-end video message from the US head office, built around a deputy chairperson’s address recorded on a handheld phone.

Wrote the storyboard and directed the motion team. Rescued the phone-recorded audio with AI: removed background noise and kept the speaker’s natural pitch, so the message landed clearly.

Storyboarding · Premiere Pro · After Effects · AI audio

TRIKONA STUDIO

COMPLETE REBRAND

A Bengaluru media and photography studio needed a new identity and local visibility.

Designed the logo from scratch, from sketches and moodboards to the final brand identity. Rolled it out across digital assets, banners and large-format hoardings that featured the studio’s own customers.

Illustrator · Photoshop · CorelDRAW

BSKILLING

SOCIAL CAMPAIGN

Social media posts and 15–30 second reels to sell IT and fintech training programmes.

Designed the graphics and AI-generated characters, storyboarded the reels, animated and edited them, and added professional voiceovers with ElevenLabs.

Illustrator · Figma · After Effects · Premiere Pro

TECHNOFIN

BRAND ASSETS

A landing-page hero and social media assets for an AI-driven trading company.

Kept one illustrated character consistent across every asset, and produced reels with AI-assisted ideation and text-to-speech.

Photoshop · Illustrator · Figma · Premiere Pro

ELITE WAVE MEDIA

IN-HOUSE IDENTITY &
PITCH

The agency’s own brand, plus a push into corporate accounts.

Designed the logo and brand assets. Researched target companies and built the pitch decks that presented the agency’s capabilities to them.

Illustrator · PowerPoint

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EDUCATION

B.Sc. Graphics & VFX

Jain University, Bengaluru2021 – 2024

Diploma, Computer Science & Engineering

R.N.S.I.T Polytechnic, Murdeshwara2017 – 2020

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CERTIFICATIONS

- Arena Animation — Certified Expert in Graphic Design & VFX
- Advanced PowerPoint Design & Presentation Skills

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LANGUAGES

English

Hindi

Kannada