

RABIUDEEN

Visual Identity and Brand Designer

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EDUCATION

Masters in Design

Indian Institute of Technology
Roorkee
2022-2024

Bachelors in Architecture

AMS Academy of Architecture
Chennai
2016-2021

SKILLS

- Conceptual Thinking
- Guerilla Advertising
- Visual Branding
- Space Design
- *Sometimes Funny*
- Figma
- Photoshop
- Illustrator
- Procreate
- Rhino
- After Effects

LANGUAGES

- Tamil
- English
- Malayalam
- Hindi
- Deutsch (A1)

About Me

Creating new experiences for myself and others through my thoughts and actions. That's it!

EXPERIENCE

Freelancer

Rabi Design Studio / Jan23'-Present

- Collaborative approach to working with clients to understand their brand values, vision, and goals, translating them into compelling visual identities.
- Creating impactful brand identities that resonate with target audiences and drive brand recognition.

Visual Design Intern

Razorpod Advertising / Gurgaon / May23'-July23'

- Extensive experience in visual communication, specializing in poster design and visual identity projects.
- Experienced in conceptualizing and designing visually compelling advertisements that effectively communicate brand messages and engage target audiences.

Junior Architect

Studio SKAI / Chennai / Nov20'-July22'

- Spearheaded the design and branding of retail spaces for well known brands, integrating exclusive color palettes and materials to create unique and immersive environments.
- Collaborated closely with clients to understand their vision and objectives, translating them into cohesive design strategies that reflected their brand ethos.



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