

RUPANJANA PAUL

GRAPHIC DESIGNER

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SUMMARY

Graphic Designer with hands-on experience in performance marketing creatives, branding, and digital design, specializing in Meta Ads and Google Ads visuals for mobile apps and global audiences. Proven ability to create high-converting ad creatives, scalable digital assets, and cohesive brand identities across platforms. Skilled in Adobe Creative Suite and Figma, with a strong understanding of A/B testing, design analytics, and cross-functional collaboration.

WORK EXPERIENCE

GRAPHIC DESIGNER

TAGBAG CORNERSTONE PRIVATE LIMITED | AUG 2025 – PRESENT

- Designed performance marketing creatives for Aspora, an NRI-focused money-transfer app, across Meta Ads, Google Ads, and digital platforms.
- Created culturally relevant ad creatives for NRI audiences in the UK, US, UAE, and Europe, aligning visuals with regional insights and market trends.
- Developed static ads, app-install creatives, and A/B test variants, using AI-assisted tools to accelerate iterations and improve creative efficiency.
- Collaborated with marketing and growth teams to optimize creatives using performance insights, improving ROI while maintaining brand consistency.

GRAPHIC DESIGN INTERN

DESIGN ASYLUM STUDIO LLP | MAR 2025 – MAY 2025

- Supported print and digital branding projects by creating brand identities, packaging designs, visual assets, mockups, and presentation decks.
- Designed layouts, typography, and brand collaterals, ensuring consistency across both digital and print formats.
- Collaborated with the design team and researched design trends to refine creative concepts and improve overall design execution.

CERTIFICATION

- Adobe Certified Professional in Visual Design (Adobe Photoshop)

EDUCATION

Program in Print, Web & 3D Animation

Maya Academy of Advanced Cinematics | 2023 – 2025

Bachelor of Science in Biotechnology

Chhatrapati Shahu Ji Maharaj University | 2019 – 2022

TOOLS

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Figma

SKILLS

- Branding & Visual Identity
- Social Media & Digital Design
- Performance Marketing Creatives
- Presentation & Print Design
- Time & Project Management

ACHIEVEMENTS

- 3rd Place – Best Brand Campaign, COC Chapter 4 (Organized by MAAC Kanpur & Lucknow)