RAJEEV
GRAPHICS & UI/UX DESIGNER

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ABOUT ME

I am a results-oriented Visual Designer specializing in transforming complex business objectives into clean, functional, and visually systematic design solutions. With expertise across UI/UX systems, strategic branding, and high-impact print media, my focus is on consistency and clarity. I leverage a modular approach to design, ensuring every asset is optimized for efficiency, scalability, and measurable business impact, resulting in an interface or identity that is both aesthetically compelling and strategically effective.

WORK EXPERIENCE

Crescentis marketing co Graphic Designer & Video Editor   2025(June-decemeber)

- **Marketing Collateral:** Designed and produced initial marketing collateral, including three unique company flyers detailing Crescentis's services, core value proposition, and brand story for initial client outreach.
- **Brand Identity and Packaging:** Created the complete visual identity for new clients, including Shakoon Milk & Milk Products, leading the design of product packaging (ghee jar, milk, cheese) and ensuring visual consistency across all physical assets.
- **High-Impact Digital Campaigns:** Developed and produced a high volume of visual communication media, including strategic carousels, engaging reels and static posts designed to pitch clients, build brand presence, and showcase design excellence.
- **Client Acquisition Support:** Directly supported the acquisition of new business by producing specialized pitch materials and campaign assets for key clients, including Capl's Battery, MB Finishing, and Belgian Crust.
- **Pitching portfolio:** Designed and executed a comprehensive Agency Portfolio (pitch deck) to target major international clients, effectively modernizing the brand presentation and increasing the clarity of the sales narrative.

SKILL

- UI/UX Design
- Logo Design
- Poster Design
- Attention to Detail
- Brochure Design
- Package Design
- Billboard Design
- Time Management
- Typography & Layout:
- Heirarchy
- Visual Storytelling
- Creative
- Color Theory
- Branding
- Video Editing
- Communication

SOFTWARE

- Figma
- Adobe Photoshop
- Adobe Illustrator
- Canva
- Premium Pro
- Capcut
- Adobe Indesign

EDUCATION

NEW HOLY PUBLIC SCHOOL   class- 10

GOVT CO-ED SENIOR SECONDARY SCHOOL   class - 12

DELHI TECHNOLOGICAL UNIVERSITY   B-tech