

RAHUL SHRESTHA

Graphic Designer

CONTACT

shrestharahul115@email.com

9810359789

Boudha, Kathmandu

EDUCATION

B.A

Bachelors in Political Science

Ratna Rajya Laxmi Campus

August 2019 - May 2024

Pradarshani Marga

SKILLS

Adobe InDesign

Adobe After Effects

Adobe Illustrator

Adobe Premiere Pro

Adobe Photoshop

Canva

CAREER OBJECTIVE

Highly motivated and versatile creator ready to support the delivery of Excel Partners' marketing vision. Eager to learn and grow under senior leadership and to contribute thoughtful recommendations, designs, and edits.

WORK EXPERIENCE

Graphic Design Intern

Reviews Nepal

September 2021 - current / Sanepa, Lalitpur

- Created new in-store display sheet and large window display that increased sales by 21%, which was then rolled out to 300+ stores across California
- Worked with the senior designer and social media manager to brainstorm, ideate, and produce engaging, on-brand content across Instagram and TikTok, which increased engagement across platforms by 33%
- Designed promotional event materials like t-shirts and banners for use at 20+ tradeshows
- Edited still photos for customer app, and recommended changes that improved the user experience by 10%
- Worked with editorial, product marketing, social, and creative teams to design marketing video assets, which improved ad performance by 19%
- Integrated music, voice over, and sound effects to enhance video content
- Collaborated with Marketing, PR, and Social Media teams to design graphics, boosting social engagement by 32%
- Designed original graphics for use in a public health campaign, which reached over 80,000

Graphic Designer

Halftone Designs

June 2020 - August 2021 / Teku, Kathmandu

- Created data analytics report to analyze the successes and failures of 9 different marketing campaigns
- Used PowerPoint to create a re-usable presentation template that became the company standard for internal presentations, sales presentations, and shareholder presentations

- Partnered another intern to redesign the shipping label, which management adopted for it's modern appeal
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