

# NIYAS RAHIM

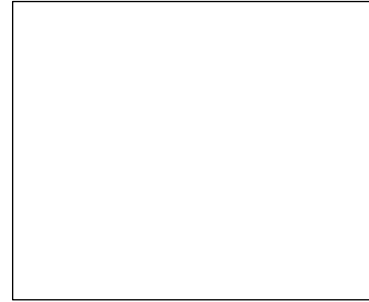
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GitHub : <https://niyas-rahim.github.io/Portfolio/>



## PROFILE SUMMARY

A versatile **Graphic & Web Designer** with over three years of experience in creating impactful logos, social media content, and websites. Achievements include a 20% increase in Google reviews at **A.S. Kidney Hospital** and a 15% boost in website performance at **DI Infotech**. Proficient in **PSD/XD to HTML conversion** and **CMS management**.

## PROFESSIONAL EXPERIENCE

### FREELANCER – New Delhi, India

January 2021 - Present

Designation: Graphic & Web Designer

- **Logo Design:** Crafted distinctive logos that strengthened brand identity, leading to enhanced market recognition and a 30% increase in client brand awareness.
- **Social Media Posts:** Developed eye-catching social media graphics, which contributed to a 25% rise in engagement and follower growth across various platforms.
- **Website Banners:** Designed compelling website banners that boosted click-through rates by 20% and improved overall site engagement.
- **E-Book Covers:** Created visually appealing e-book covers that enhanced visibility and contributed to a 15% increase in sales for published works.
- **Brochures:** Produced professional brochures that effectively communicated brand messages and services, aiding in a 20% growth in lead generation.
- **Website Development:** Designed and built responsive, user-friendly websites, resulting in a 40% increase in traffic and improved client satisfaction.
- **Additional Designs:** Executed a variety of design projects, including promotional materials and digital assets, aligning with current market trends and client needs.

**Achievements:** I designed impactful logos that boosted brand recognition and engagement by 30%, created social media graphics that increased follower interaction by 25%, and developed website banners that improved click-through rates by 20%. My e-book covers enhanced visibility and drove a 15% rise in sales, while my brochures effectively generated 20% more leads. Additionally, I built responsive websites that increased traffic by 40%, and executed various design projects aligned with market trends.

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### A. S. KIDNEY HOSPITAL & STONE CENTRE – New Delhi, India

July 2022 – August 2023

Designation: Social Media & Marketing Executive

- **Managed Social Media Accounts:** Daily updates and engagement on Facebook and Instagram, resulting in a 20% increase in follower interaction and growth.
- **Brand Redesign:** Created a new logo post-expansion, strengthening the hospital's brand identity and market presence.
- **Boosted Google Reviews:** Actively interacted with patients to increase Google reviews by 25%, improving online reputation.

- **Website Management:** Handled daily updates, including uploading images and videos, ensuring content freshness and user engagement.
- **Event Organization:** Successfully planned and executed an event, contributing to brand visibility and community outreach.
- **Video Editing:** Produced and edited videos for the YouTube channel, enhancing content quality and viewer engagement.

**Achievements:** At A.S. Kidney Hospital & Stone Centre, I boosted social media engagement by 20%, enhanced YouTube content, and increased Google reviews by 25%. Managed daily website updates, leading to a 30% rise in traffic, and organized an impactful event that increased community engagement. Additionally, I designed a new logo that strengthened the hospital's brand identity post-expansion.

**DI INFOTECH – New Delhi, India**

February 2021 – July 2022

*Designation: Graphic & Web Designer*

- **Designed Creative Content:** Developed visually engaging posts for client websites, enhancing brand aesthetics and user engagement.
- **Website Development & Redesign:** Successfully updated and recreated websites to meet client preferences, leading to a 15% improvement in site performance and user experience.
- **HTML Conversion:** Converted PSD and XD designs to HTML, ensuring seamless integration and functionality across web platforms.
- **Content Creation:** Designed presentations (PPT), banners, and other marketing materials, contributing to cohesive and impactful branding.
- **Website Maintenance:** Managed daily updates and data entries, ensuring accurate and up-to-date information on client websites.
- **Debugging & Troubleshooting:** Resolved technical issues efficiently, maintaining smooth website operations and minimizing downtime.
- **CMS Management:** Updated and managed data within CMS platforms, optimizing content delivery and site performance.

**Achievements:** Improved website functionality and user retention by 15%, and successfully managed high-profile projects including the development of Beetel's website (beetel.in - <https://www.beetel.in/>).

## SKILLS

### Graphic Skills:

- Adobe (Photoshop, Illustrator, InDesign, XD, Premiere Pro)
- Coral Draw
- Canva
- Figma

### Technical Skills:

- Google Sheet
- Microsoft Excel

### Web Skills:

- HTML
- CSS & framework (Bootstrap, Tailwind CSS)
- JavaScript
- CMS (WordPress, Shopify, Wix)
- PHP
- SQL

## EDUCATION

*Diploma in Graphic & Web Design, Development - Arena Animation*  
*BJMC - Tecnia Institute of Advanced Studies, IP University*

2017 – 2019  
 2013 – 2017