

# Ashka Rao

Creative Graphic Designer | Web Designer | Digital Marketer



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A proficient designer with a proven track record of customer satisfaction in responsive web designing (desktop and hand-held), mobile application UI design and all kinds of Graphic design including but not limited to Marketing materials, Business proposals, pitch decks and professional pdf designs.

I am a Computer Engineer with 3.5+ years of experience in designing (50+ Website Layouts). I am also pursuing a course in Digital Marketing to add to my skill sets.

I am an enthusiastic and creative designer with solid problem-solving skills and a knack of understanding client needs. Seeking to contribute to a team with my strengths of creativity, collaboration and responsiveness. I am well-versed at using Adobe Master Collection (Photoshop, Illustrator, Acrobat Reader), Corel Draw, HTML and CSS.



## Experience

February 2018 to Present

### Freelance Designer

#### ***Fiverr.com***

- Consistent level 2 seller throughout 2018, with an average rating of 4.8+/5.0
- Completed 217 different projects for 150+ clients
- Proficient in designing responsive websites (hand-held and desktop), mobile application UI, campaigns for email marketing, creatives for social media post
- Experience of designing other creatives like Logos, Invites, Brochures, Flyer and Business decks

Sept 2015 to Jan 2018

### Web and Graphic Designer

#### ***Vrindi Ind. Pvt. Ltd., Vallabh Vidyanager, Gujarat***

- Spearheaded layout design for 50+ clients of the firm
- Led team meetings on increasing client revenue through layout designs of promo/event announcements
- Contributed as a lead UI Designer on a custom software called "Point of Sale" System for restaurant owners
- Worked on projects to create homepage layout designs using bootstrap grids to support device responsiveness
- Separately worked as a designer for mobile application UI design
- Led coding for e-commerce websites using Umbraco platform
- Led team responsible for designing decks for client presentations and client acquisitions
- Designed wireframes for client review

Graduated in 2014



## Education

- **BE Computer from MBICT - Gujarat Technical University**
  - Graduated with Distinction (CGPA 7.44 in July 2014 from GTU)
- **Pursuing Digital Marketing Master Program from MCTA, Mumbai**
  - Search Engine Optimization
  - Google Analytics & Webmaster Tools
  - Search Engine Marketing
  - Mobile Marketing
  - Social Media Marketing
  - Email Marketing
  - Social Media Marketing
  - Email Marketing
  - Whatsapp & Webchat Process
  - Drip Marketing
  - Influencer Marketing
  - Affiliate Marketing
  - E-Commerce & Drop Shipping
  - Mobile Buying & Planning



## Languages

- English, Hindi, Gijarati



## Skills

- Adobe Master Collection
- Adobe Acrobat Reader Pro
- Deep understanding of typography, graphics, simplicity and whitespace for print & web based applications
- A keen awareness of visual trends.
- Draw.io (free online diagram software for making flowcharts, process diagrams, org charts, UML, ER and network diagrams)
- Practical knowledge of Umbraco System software, HTML 5 and CSS 6