



# Tarun Rathore

Digital Designer and Editor

## PERSONAL SUMMARY

A highly professional, dynamic, impeccably presented, and driven Digital Designer with vast experience in maximizing the awareness, sales, and profitability of recognizable brands. Experience of working in a fast-paced environment and being able to quickly understand the mission, vision, and values of a brand. Possesses a proven ability to work within a brand's guidelines and create an image that is up to date and right for its audience. Now looking for a new and challenging managerial position, one which will make the best use of my existing skills and also further my professional development.

## AREAS OF EXPERTISE

- UI/UX Design
- Increasing brand awareness
- Brand management
- Brand strategy
- Complicated Design solution
- Brand compliance

## PROFESSIONAL

Digital Designer  
Web / Graphic Designer  
Post Production Artist  
Retoucher  
Blogger/Writer

## PERSONAL SKILLS

- Commercially astute
- Work well under pressure
- Teamwork

## PERSONAL DETAILS

Tarun Rathore  
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DOB: 13/03/1993  
Driving license: Yes  
Nationality: Indian

Language Known: Hindi,  
English

## WORK EXPERIENCE

- Animation Studio Company - Aniguru  
DESIGNER & EDITOR 2014 - 2015
- Homeshop 18 - Shopping channel  
DESIGNER & EDITOR 2015-2017
- NFDSI - Modeling Training School  
DESIGNER & EDITOR 2017-2020
- ATSOCIAL- Marketing agency  
SENIOR DESIGNER & EDITOR 2020-2021
- STYCHED - Fashion Brand  
SENIOR GRAPHIC DESIGNER 2021-AT PRESENT

### Duties:

- Managing client proposals from typesetting through to design, print, and production.
- Working with clients, briefing and advising them with regard to design style, format, print production, and timescales.
- Design a high-volume of projects effectively.
- Developing concepts, graphics, and layouts for product illustrations, company logos, and websites Utilizing all resources cost-effectively.
- Reviewing final layouts and suggesting improvements if required.
- Liaising with external printers on a regular basis to ensure deadlines are met and material is printed to the highest quality.
- Create visual designs that effectively communicate product function and brand identity, including the design and production of screen layouts, color palettes, typography, user interface elements, and icons.
- Participate in ideation and conceptual development of new products and features, within an interdisciplinary team that includes creative and market leads, product managers, and developers.
- Optimize existing user interface designs, and design and deliver intuitive, user-centered designs optimized for a wide range of devices and interfaces.
- Produce user requirement specifications, journey maps, service blueprints, personas, storyboards, scenarios, flowcharts, interactive prototypes, and design specifications.

## KEY SKILLS AND COMPETENCIES

- Advance Graphic design, illustration, Good knowledge of UI/UX.
- Advance software skills in Adobe Creative Suite.
- Strong sense of typography, imagery, colors and overall composition.
- An understanding of the latest trends and design aspects.
- Ability to keep up with & implement recent developments in the filed of design.
- Accuracy and attention to details.
- Professional approach to time, organising work and deadlines.
- Ability to work effectively with internal and external stakeholders.

## ACADEMIC QUALIFICATIONS

- BCOM (PROG.) Commerce  
Delhi University 2011 - 2015
- Personality Development and Behavioural Management  
National School of Drama & Indian People Theatre Association 2012-2015

## SOFTWARE EXPERTISE

- Adobe Illustrator, Adobe Premiere Pro, Adobe After Effects, Adobe Photoshop, Adobe Indesign, Adobe Audition, Adobe XD, Toon Boom 2d,
- Figma, Sketch, Protopie, Zeplin