

# Divyesh Rathod

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## SUMMARY

Hi, I'm a Graphic Designer specializing in creating intuitive digital experiences that drive results for businesses. I help startups and established companies with visual design, user research, and building strong brand value.

## EXPERIENCE

### UI/UX Designer

Cutesy India

November 2022 – August 2023, Gandhinagar, India

- Crafted intuitive user interfaces and engaging user experiences for Cutesy India, driving increased user acquisition and conversion rates through data-driven design strategies.
- Successfully implemented responsive design principles for Cutesy India, ensuring seamless user experience across different devices.

### Graphic Designer

Eleics Design Private Limited

Jan 2024 – July 2024, Gandhinagar, India

- Developed engaging social media campaigns, resulting in increased audience engagement and follower growth across platforms.
- Created visually compelling social media post designs, aligning with marketing strategies to boost brand visibility and drive user interaction.

## EDUCATION

### Bachelor's In Computer Engineering

GEC – Gandhinagar • 2024 • 7.72

### Diploma In Computer Engineering

Tapi Diploma Engineering College • Surat • 2021 • 8.73

## PROJECTS

### Minimalist Logo Design | Coriander Cup

[www.behance.net/gallery/204142449/Minimalist-Logo-Design](https://www.behance.net/gallery/204142449/Minimalist-Logo-Design) • March 2024 – March 2024

- A minimalist logo with a coffee bean as the central element.
- A sleek, modern logo featuring a coffee bean positioned precisely according to the Golden Ratio.

### Packaging Design | Raja Supari Palace

[www.behance.net/gallery/204330579/Packaging-Design-Raja-Supari-Palace](https://www.behance.net/gallery/204330579/Packaging-Design-Raja-Supari-Palace) • April 2024 – April 2024

- The packaging aims to evoke a sense of heritage and authenticity while appealing to a modern audience.
- Key design elements include intricate patterns, rich colors, and high-quality imagery.

### Social Media Post Design | Euro Foods

[www.behance.net/gallery/204492327/Social-Media-Post-Design-EuroFoods](https://www.behance.net/gallery/204492327/Social-Media-Post-Design-EuroFoods) • July 2024 – July 2024

- This project involves the creation of a diverse range of social media post designs for Euro Foods.
- The deliverables include static image posts, as well as interactive carousel formats.

## SKILLS

Technical Skills : Adobe Illustrator, Adobe Photoshop, Adobe Premier Pro, Figma, Davinci Resolve

Service Skills : Graphic Design, Social Media Post, Branding, Brochure Design, Packaging Design, Poster/Banner Design, T Shirt Mechandish Designs

Industry Knowledge : Typography, Color theory, Ideation, Information Architecture, Wireframing, Prototyping, Visual Design, User Research

## CERTIFICATIONS

### Winner Of I2C2 Hackathon

I2C2 Hackathon 2023

- Led the visual UI/UX design team that secured winning place in I2C2 hackathon, a 9 DAYS long event focused on more user centric parts.