

Divyesh Rathod

📍 Surat, India ✉ divyeshr312@gmail.com ☎ 91+ 8320072230 💻 in/rathoddivyesh 🌐 rathoddivyesh.github.io/rd.me/

SUMMARY

Yaa' I am Graphic Designer, I design intuitive digital experiences that drive results for businesses. Help startups and businesses for the visual designs, user research and establishing brand value.

EXPERIENCE

Wordpress & UI/UX Designer Intern

Cutesy India

November 2022 – August 2023, Gandhinagar, India

- Collaborated on the design and development of a user-friendly WordPress e-commerce website, enhancing the online shopping experience for wooden craft products.
- Conducted user research and usability testing to identify pain points, leading to optimized navigation and improved user engagement.
- Created wireframes and prototypes to illustrate design concepts, effectively communicating ideas to the development team.
- Utilized analytics tools to track user behavior, informing design decisions that enhanced site performance and user satisfaction.

Graphic Designer

Eleics Design Private Limited

Jan 2024 – June 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.
- Designed distinctive logos that effectively represented client brands, enhancing brand identity and recognition.
- Managed multiple design projects simultaneously, consistently meeting deadlines while maintaining high-quality standards.
- From scratch to success, I've Driven growth in their digital marketing.

EDUCATION

Bachelor's In Computer Engineering

GEC – Gandhinagar • 2024 • 7.72

Diploma In Computer Engineering

Tapi Diploma Engineering College • Surat • 2021 • 8.73

PROJECTS

Graphic Design Specialization

- Designed eye-catching posters for various campaigns, effectively communicating key messages and increasing event attendance by 40%.
- Developed a series of engaging social media posts that boosted audience interaction and brand visibility, resulting in a 30% increase in follower engagement.
- Created a cohesive visual identity for a marketing campaign, including posters and social media graphics, enhancing brand recognition across platforms.

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.
- Award winning participant in the I2C2 Hackathon, recognized for demonstrating excellent user centric designs.

SKILLS

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

Industry Knowledge : Graphic Design, Social Media Post, Branding, Brochure Design, Packaging Design, Poster/Banner Design, YouTube Thumbnails, T Shirt Mechandish Designs, Video Editing