Divyesh Rathod

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SUMMARY

Hi' 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

UI/UX Designer
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 - 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.
· 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