Divyesh Rathod

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SUMMARY

A UI/UX & 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

Graphic Designer Intern
Eleics Design Private Limited   **January 2024 – Present, Gandhinagar, India**
· Developed visually compelling graphic designs for company branding materials, including logos, brochures, and marketing collateral, resulting in a 50% increase in brand recognition and customer engagement.
· Designed creative visual content using graphic design software to meet company's needs.
· Conducted usability testing and gathered feedback to iteratively improve design solutions, resulting in a 25% increase in user satisfaction scores and a 15% decrease in support tickets.

Wordpress and UI/UX Intern
Cutesy India   **November 2022 – August 2023, Gandhinagar, India**
· Led the redesign of the WordPress website, resulting in a 30% increase in user engagement within the first three months post-launch.
· Designed an intuitive e-commerce interfaces for clients, resulting in a 50% increase in online sales & a 20% improvement in checkout.
· Developed custom WordPress themes tailored to client specifications, resulting in a 40% decrease in website load time and a 50% improvement in overall site performance.

EDUCATION

Bachelor's Degree in Computer Engineering
Goverment Engineering College, Gandhinagar · Gandhinagar · 2024 · 7.67

Diploma In Computer Engineering
Tapi Diploma Engineering College · Surat · 2021 · 8.73

DESIGNS / PROJECTS

Graphic Designs
https://drive.google.com/drive/folders/17jVjNCXlM2Dx4062DfMgiR1DJE2lCSlF?usp=drive_link · January 2023 – Present
· Designed compelling visuals to engage audiences and delivered various graphic design works.

Nike Shoes App Design
https://drive.google.com/drive/folders/1xZPGC9Nfqs1BVGtNv6qYkRuy8CjVa7e2?usp=drive_link · August 2023 – August 2023
· Designed visually compelling interfaces that aligned with Nike's brand identity, resul ting in a 45% increase in user engagement.

User Dashboard Design
https://drive.google.com/drive/folders/1N49OllttfYTuJhFgHpJiYyiBoGyEs8dB?usp=drive_link
· Designed a user-centric dashboard web interface for effici ent data visualizati on and analysis, empowering users to track key metrics, identify trends, and make informed decisions.

CERTIFICATIONS

I2C2 Winner 23'
· 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 Photoshop, Figma, Davinci, Davinci Resolve

Industry Knowledge : Visual Design, Graphic Design, UI/UX Design, Logo Design, Poster Design, Packaging Design, Branding

Design Principles : Creative Thinking, User Research, User Flow, Wireframing, Typography, Information Architecture, Usability testing, Prototyping