

# ROHIT SUNIL KSHIRSAGAR

BRAND DESIGNER • UI/UX DESIGNER

+918217690504 • rohitsunilkshirsagar@gmail.com • www.linkedin.com/in/rohitsunilkshirsagar • Karnataka, India

## PROFESSIONAL SUMMARY

Passionate branding specialist with experience in strategic, research-driven approach to crafting unique brand identities. I create visually compelling, authentic designs that resonate with target audiences. With expertise in UI/UX, I turn brand visions into engaging digital experiences through Deep Research, user-centered design, wire framing, Prototyping and usability testing.

## WORK EXPERIENCE

### Rohit Kshirsagar Studio

Freelance Designer

Feb 2025 - Present

Remote

#### Responsibilities & Achievements

- Design brand identities through thoughtful concept development, visual refinement, and implementation across different industries.
- Combine creative exploration with strategic thinking to deliver unique and purpose-driven design solutions.
- Developed a vibrant brand identity for a makeup artist, boosting sales and attracting a broader audience by designing a unique logo and cohesive color palette that showcased her signature style.
- Designed a distinctive brand identity for Gayatri Multi Speciality Hospital, increasing city-wide recognition with clear guidelines, a carefully chosen color palette, and a logo that set it apart in the healthcare sector.
- Collaborating with clients to bring their brand vision to life with impactful and real-world designs.

### Parentheses

Graphic Designer

Sep 2022 - Nov 2022

Remote

#### Responsibilities & Achievements

- Designed and managed Shopify websites with intuitive interfaces and regularly updated content to ensure an engaging user experience.
- Collaborated with the team to create social media graphics, brand visuals, and stationery that enhanced each client's brand identity and online reach.
- Used Photoshop, Illustrator, and InDesign to deliver high-quality designs, edit images, and produce collaborative creative work.
- Developed innovative design strategies that increased website traffic and improved client interaction.
- Consistently received positive feedback for delivering creative, impactful branding solutions.
- Strengthened the visual identity of multiple brands, helping them build a stronger market presence.

## EDUCATION

### The University of Huddersfield

Master of Arts - MA Graphic Design • A (Distinction)

2023 - 2024

United Kingdom

- Broadened my creative and technical abilities by exploring various mediums, attending industry seminars, and experimenting with new techniques during my Master's program.
- Worked on entrepreneurial projects and developed a research-driven portfolio and brand identity for Ayuran, along with product designs and an e-commerce app UI/UX.
- Deepened my understanding of branding, product design, and digital experiences, which strengthened my skills in creating meaningful, user-focused design solutions.

### Bengaluru City University

Bachelor of Visual Arts (Applied Arts/Graphic Design) • A+ (8.0)

2018 - 2022

India

- Developed a strong foundation in design principles such as typography, color theory, design laws, & became proficient in Adobe tools to create branding, UI/UX interfaces, illustrations, murals, and editorial layouts.
- Gained practical experience in every stage of the design process, from research and concept development to prototyping and final execution, ensuring each project delivered visually compelling and functional results.

LISAA - L'Institut Supérieur des Arts Appliqués.  
Diploma in Graphic and Web Design • (8.0)

2018 - 2022  
India

Sharnbasveshwar Residential PU College  
Science • (73.3%)

2016 - 2018  
India

## SKILLS

Brand Identity   Brand Strategy   Design Systems   Typography   Research   Interaction Design  
Prototyping   Problem Solving   Packaging Design   Social Media   Collaboration   Wireframing

## TOOLS & TECHNOLOGIES

Adobe Photoshop   Illustrator   Indesign   Premiere Pro   After Effects   Figma   Blender   Basecamp

## HONORS AND AWARDS

First Rank in Bachelor of Visual Arts (Graphic Design)  
Bengaluru City University

July 2023  
Bengaluru

- I was honored to receive the First Rank Award from Bengaluru City University. This recognition was presented to me by esteemed dignitaries, including Thawar Chand Gehlot - the Governor of Karnataka, Prof. Lingaraja Gandhi - the Vice Chancellor of Bengaluru City University, and Dr. C.N. Manjunath.

Best Outgoing Student - Certificate of Excellence  
Lisaa School of Design

Sep 2022  
Bengaluru

## CERTIFICATIONS

Marketing Strategy: Competitive Intelligence  
Project Management Institute

Jan 2025  
Online

## LANGUAGES

Hindi  
Native or Bilingual Proficiency

Kannada  
Native or Bilingual Proficiency

English  
Professional Working Proficiency