RAJ GAUTAM

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🌐 Portfolio: www.rajg.growtech.fun | ⦿ India

PROFILE SUMMARY

Creative and detail-driven Graphic Designer with over 3 years of professional experience in visual communication, digital branding, and UI/UX design. Skilled in translating ideas into compelling visual assets that drive engagement and brand recognition. Strong foundation in design strategy, typography, and animation, with hands-on expertise in Adobe Creative Suite, AI-generated design tools, and digital media production. Passionate about creating impactful, user-focused designs for global brands.

CORE COMPETENCIES

• Brand Identity & Visual Communication • Digital & Print Design • UI/UX Wireframing and Mockups • Social Media Campaigns & Marketing Collateral • Motion Graphics & Animated Visuals • AI-Based Creative Design • Typography & Layout Design • Team Collaboration & Client Interaction

TOOLS & TECHNOLOGIES

Design Tools: Adobe Photoshop, Illustrator, Premiere Pro, Animate CC, CorelDRAW, Canva
UI/UX Tools: Figma, Adobe XD
Web Tools: WordPress, HTML/CSS (basic)
Creative Edge: Generative AI design tools (Midjourney, Firefly, etc.)

PROFESSIONAL EXPERIENCE

Graphic Designer | DigiDzire (Mar 2023 – Nov 2024)
• Designed visually engaging content for websites like Humash Bhavarchi Khana, Vibesss, Soup of Life, and Arden Belts.
• Created innovative social media campaigns for brands including Elite Energy Drink, Prozilla Nutrition, SMF, Pomace Drinks,Clue Energy Drink,PomaceDrinks,Red Comet and MCS Jewelers.
• Enhanced client engagement through design-led storytelling and brand consistency.

Graphic Designer | Future Dynamics (May 2022 – Jan 2023)
• Designed website graphics and digital assets for brands such as Oclicq, Western Steel Wire, and Redline.
• Created branding materials and logo systems for Oclicq and Moterato.
• Collaborated with marketing teams to produce performance-driven visual content.

Graphic Designer | Infority IT Services (Apr 2021 – Jan 2022)
• Developed brochures, flyers, and digital marketing creatives.
• Contributed to brand identity projects and product launch campaigns.
• Utilized Adobe Suite to produce print-ready and digital-optimized designs.

EDUCATION & CERTIFICATIONS

Bachelor of Computer Applications (BCA) – C.S.J.M University, Shri Shakti Degree College (2017)
Certifications:
• Advanced Program in Digital Media and Design – MAAC (Maya Academy of Advanced Creativity)
• WordPress Design & Development – Infority IT Services

PERSONAL ATTRIBUTES

Innovative | Deadline-Oriented | Collaborative | Detail-Focused | Quick Learner

DECLARATION

I here by declare that the above information is true and correct to the best of my knowledge.

Signature: Raj Gautam