Rashi Jaiswal

Communication Designer | Illustrator
[My Portfolio](#) | [My LinkedIn](#) | by.rashijaiswal@gmail.com

Professional Summary

Creative and detail-oriented Communication Designer and Illustrator with extensive freelance and international project experience. Specializes in UI/UX, branding, and graphics with a proven track record of delivering visually compelling and user-centric designs. Passionate about blending creativity with functionality to enhance user experiences and brand identity.

Experience

Miles Education | *Associate Designer (Jun 2024 - Present)*

- Designed over 100 digital and print media assets, enhancing brand reach by 15% on social media platforms.
- Oversaw 20+ B2B design projects, ensuring 100% on-time delivery and maintaining a 95% client satisfaction rate.
- Partnered with cross-functional teams to launch a user-centric app redesign, improving user engagement by 20%.
- Authored key sections of the company brand manual, standardizing guidelines across a 5-verticle portfolio.
- Proposed 10+ innovative concepts that were adopted in campaigns, staying ahead of design trends and technology shifts.

By.rashijaiswal | *Freelance Designer (Mar 2021 - Present)*

- Delivered 15+ brand identity projects, including 10 logos and 5 websites, resulting in increased client visibility by 30%.
- Collaborated with 20+ clients across industries such as fashion and technology to deliver tailored, high-impact solutions.
- Designed 50+ print media assets, boosting brand recognition at key industry events.

Vision Group | *Intern Design Executive (Jun 2023 - Aug 2023)*

- Unified the company's visual identity, streamlining branding efforts across all media platforms.
- Designed intuitive web interfaces, enhancing user interaction and engagement rates.
- Established comprehensive brand guidelines adopted across teams.

R-Directed | *Intern Creative Designer (Aug 2021 - Dec 2021)*

- Created the company's visual language, driving consistent communication across digital platforms.
- Developed engaging motion and static graphics for campaigns, boosting social

media engagement by 25%.

The Fellowship Project | *Intern Graphic Designer (Sep 2020 - Dec 2020)*

- Designed over 30 digital creatives and merchandise pieces, promoting mental health awareness.
- Contributed to destigmatizing mental health by working with NGOs to foster inclusive community conversations.

Education

B.Voc in Communication Design, ATLAS Skilltech University, Mumbai, Maharashtra (Jul 2020 - Jul 2024)

RECOGNITION/ Academic Accomplishments

President, Student Council - ATLAS Skilltech University
Jun 2022 - Jul 2023

Director - Design the Globe 2023, ATLAS Skilltech University
Jun 2022 - Jul 2023

HOD Recreational, Student Council - ATLAS Skilltech University
Jun 2022 - Jul 2023

Skills

Technical Skills:

- Adobe Suite (Ps, Ai, Ae, Pr, Lr, Id, Fr), Figma, Procreate, Blender, UI/UX.

Business & Soft Skills:

- Leadership, Teamwork, Client Management, Adaptability, Communication.

Design Expertise:

- Typography, Color Theory, Storyboarding, Visual Aesthetics, Illustrations, Print Media.