

GAURAV RAI

Graphic Designer | Visual Communication Specialist | UI/UX Support

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Portfolio: <https://rai-nef.github.io/potfolio/>

PROFESSIONAL SUMMARY

Graphic Designer with 5+ years of experience specialising in scalable brand systems and high-performance marketing. Expert in Adobe Creative Cloud, Figma, and Gen-AI workflows, with a proven track record of maintaining brand integrity across international markets. Adept at managing the full asset lifecycle, from conversion-focused digital creatives to high-end print production and spatial branding. Experienced in collaborating with cross-functional teams to deliver ROI-driven design solutions while ensuring meticulous version control and technical precision in complex corporate environments..

WORK EXPERIENCE

Graphic Designer

Immigration Advisors New Zealand

Mar 2025 – Present

- *Led Visual Strategy for expansion into Philippines and Indonesia, scaling creative assets across 6+ international markets to drive client acquisition.*
- *Led daily design production resulting in a 22% increase in CTR and a 12% reduction in CPC through rigorous A/B testing of ad variations.*
- *Designed 250+ multi-channel assets (digital, print, UI elements, landing visuals), contributing to a 15% lift in campaign conversion rates.*
- *Designed end-to-end marketing visuals that boosted overall brand engagement by 30% while maintaining strict brand integrity.*
- *Managed version control for 500+ assets, ensuring 100% on-time delivery for high-velocity marketing sprints using Google Workspace.*
- *Integrated GenAI-powered workflows that accelerated creative production by up to 2x.*

Senior Graphic Designer

Design Brewing Company

Nov 2023 – Jan 2025

- *Executed end-to-end branding for premium F&B outlets including Sorano (Kolkata; 2x 30 Best Bars India), Mehico (Kolkata; 30 Best Bars India), and Latoya (Delhi), elevating the User Experience & driving a 40% increase in footfall.*
- *Led technical production for high-end menus and on-ground collateral, ensuring 100% color accuracy and material quality for award-winning physical brand touchpoints.*
- *Directed visual assets for 20+ digital/print campaigns and 50+ live events, improving brand recall by 25% through rigorous application of typography and color theory.*
- *Collaborated in cross-functional teams to translate complex briefs into marketing materials that consistently met high-velocity performance goals.*

Project Manager

Techwala K3 Solutions Pvt. Ltd.

Feb 2021 – Oct 2023

- *Engineered end-to-end design systems for 10+ marquee clients, including MCVK Group, Eastern Diagnostics, Calcutta Chamber of Commerce, and Ramkrishna Paramhansa University.*
- *Led 50+ multidisciplinary projects (Design, Photo, Video) across Education, Healthcare, and Tech, maintaining a 95% client retention rate.*
- *Conceptualized and designed "Voyage," a 125-page commemorative magazine celebrating 25 years; managed full project lifecycle from layout to final print-ready production.*
- *Designed creatives for 100+ cross-industry campaigns, leveraging high-ROI visual strategies to drive measurable business growth for B2B and B2C sectors.*
- *Conducted 50+ content creation classes for BBA-Digital Marketing students at The Neotia University, focusing on visual storytelling and industry-standard design principles.*

Photographer (Project Basis) - Internship

Blackboard Kolkata Inc

Dec 2019 – Mar 2023

- 4 large-scale documentary projects for the Ministry of Rural Development (MoRD), Government of India, across 4 states (RJ, BH, MP, JH).
- Delivered 500+ visual assets featured in 10+ official Government of India publications, reaching 10,000+ beneficiaries nationwide.
- Executed a month-long intensive shoot in Rajasthan, documenting 100+ rural women entrepreneurs and 30+ MECs across 50+ villages.
- Captured high-impact imagery for national-level social-welfare campaigns, focusing on human-centric narratives and rural empowerment.

EDUCATION

Bachelor of Science (B.Sc.) in Media Science

Future Institute of Engineering & Management, Kolkata

2017 – 2020

CORE COMPETENCIES

Marketing & Brand Design

- Performance Marketing (Meta, Google, Display Ads)
- International Campaign Scaling & Localization
- Visual Storytelling & **Data Visualization**
- Scalable Brand Systems & Governance

UI/UX & Editorial Design

- UI/UX Design, **Prototyping** & Wireframing (Figma)
- **Executive Pitch Decks** & Business Presentations
- E-learning & Interactive Content Design
- **Editorial Layout** & Advanced Typography

Design Ops & Leadership

- **Design Ops**: Asset Management & Version Control
- Stakeholder Management & **Cross-functional** Collaboration
- Project Lifecycle & Workflow Optimization
- Team Mentorship & Creative Workflow Efficiency

TECHNICAL SKILLS

Design: Adobe Creative Suite (Ps, Ai, Id), Figma, Adobe XD, Canva

Video/Photo: Premiere Pro, DaVinci Resolve, Lightroom, After Effects (Basic)

Production: Print Pre-press, Technical Spec Management, Adobe Captivate

Modern Workflow: Gen-AI Design Tools, Google Workspace, Microsoft Office

Strengths: Digital Asset Management (DAM), Brand Guideline Enforcement

CERTIFICATIONS & ACHIEVEMENTS

- **Google:** Foundations of User Experience (UX) Design
- **Adobe:** Essential Skills in Adobe Illustrator 2025 Professional
- **Anthropic:** Claude 101 – AI Prompt Engineering & Workflow
- **Be10x:** Generative AI & Digital Tool Integration
- **Canva:** Graphic Design Essentials for Marketing
- **Photography:** PSA Gold Medalist; Winner, HIAPE World Camera Day 2023; Global Exhibitor (Dubai, China, India).

Portfolio includes performance marketing creatives, brand-compliant design systems, and multi-variant ad adaptations.