



# Rahul Gulati

**21 years old**

Driven, creative and hardworking are some of the words my clients have described me as. I am focused on delivering to a client their business objective and developing strategy and content that caters to their needs. I believe that life is a learning process. and I am eager to learn and meet new challenges with enthusiasm.

## CONTACT ME

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India

## EDUCATION

July 2022- August 2022  
Graphic Design Specialisation  
CalArts, California

June 2019 - June 2021  
B.A in Arts with Honours in  
Media and Communication  
University of Coventry, England

June 2018- June 2019  
Diploma in Media  
and Communication  
PSB Academy, Singapore

## LANGUAGES

• English  100%

## WORK EXPERIENCE

April 6,2022 - July 20,2022

Contract Graphic Designer

HOPE worldwide, Bay Area Chapter

- The client required some direction and assistance with how they could better promote special events and festivals on social media, and later integrate all of those materials in the Bay Area (a physical space) as posters as well. On a specified set of projects assigned to me, I was summoned to design powerful content which increased awareness and community response to these events. A revamped Graphics and Elements Style for special events (using Adobe XD) including handcrafted illustrations (using Illustrator) helped boost engagement and increased the reach of HOPE worldwide, both in the digital and physical space. Significant results included a 91.6% increase in followers on Instagram. There was a noticeable increase in the popularity of the organisation in the Bay Area as seen in the increase of attendance to events by 140%. Worked closely with the Director of Communication using Figma and Trello to understand the audience's needs and create promotional materials that have greater appeal for an audience in the Bay Area.

January 5,2022 - December 15, 2022

Graphic Designer & Web Designer

Sterilbio Analytics Singapore

- Designed a revamped and interactive website for the client using Dreamweaver and Wix Website Builder. The client's customers had complained of difficulties in navigation. The revamped website solved all these challenges by making a clean, smooth, easy-to-use interface and efficient navigation was integrated as the core focus. Site traffic increased by 300% and website sessions also increased by 236%. after the final website was published. An integrated website chat box helped generate 220% more leads. Using the right keywords after research proved to be essential. This enabled the client to connect with all of their potential buyers in a more effective, and strategic way in new international markets in over 8 countries.

# SOFTWARE SKILLS

Canva

Typeform

Figma

Asana

Trello

Tableau

Vidtoon

Vectornator

Adobe XD

Adobe Illustrator

Adobe InDesign

Adobe Animate

Adobe Photoshop

Adobe Express

Adobe Acrobat

Adobe Creative Suite

Adobe Premiere Pro

Adobe After Effects

Adobe Lightroom

Adobe Dreamweaver

Mental Canvas

Microsoft Office

DALL.E-2

Midjourney.Ai

ChatGPT

GoDaddy Suite

Wix Website Builder

WebFlow Website Builder

Squarespace Website Builder

WordPress Website Builder

Shapr 3D (CAD Modeling)

MailChimp Email Marketing

Moosend Email Marketing

HubSpot Email Marketing

- Went on to assist with conceptualizing product design using 3D software like Shapr 3D and produced detailed leaflets using Adobe InDesign for promoting a diaspora of these products.

November 20, 2021 - Jan 15, 2023

Graphic Designer, SM Manager & Personal Branding Adviser  
Selena Lael's Coaching, Hawaii

- The client required a digital marketing strategy to help her grow her business in a powerful, dynamic way, and that's where I came in. She also required assistance with designing promotional materials such as posters and flyers for international retreats and workshops hosted by her. Poster design as well as content for a large variety of platforms including Instagram and Facebook was designed using appropriate software such as Adobe InDesign and Illustrator. Also, a new Twitter account was designed for content promotion and brand outreach. Then, at a later stage, as the client's personal branding adviser, I commenced the implementation of personal branding strategies to help the client expand her online presence and reach along with integrating her own brand story into the business to attract more clients. Followers went up by 325% on Instagram and the client has now crossed 700 followers, while on Facebook, client followers saw an increase of 275% and over 600 followers have been achieved. Unified Sales Funnel Strategies were integrated in the client's business model.

September 12, 2021 - May 20, 2022

Graphic Designer & Social Media (SM) Manager  
JuneB in the Sun, United Kingdom

- The client had a desire to increase brand presence on Instagram and Twitter. Increased engagement through customizing and generating immersive content boosted the client's live events and resulted in an increase in attendance of 175% at these events. My efforts enabled client promotion and collaboration with other companies including Insight Timer, one of the most well-known meditation apps in the world, and Flowell, a wellness-based app company that aimed at mindfulness and spirituality. Collaborations with other coaching-based businesses like Barbara Wilson and Rueben Lowe were also incorporated. Promotional material facilitating the client's events at physical locations (posters and flyers) was also designed with InDesign, Adobe Animate and Canva for the client. On Instagram, brand awareness and follower count went up by 150% in just a few months, and Twitter followers grew by 70%. In the later stages of the design process, I designed a logo for the brand using conceptual ideas created on Photoshop, InDesign and Illustrator.

July 6, 2021 - Jan 22, 2023

Senior Design Advisor and Graphic Designer  
8by8 Stop Asian Hate, United States

- Directly worked with the co-founder of 8by8 to create brand content and designs. Provided detailed design advice and feedback as a senior design adviser on early models, while maintaining brand integrity, especially in the beginning phases when the team was significantly smaller. Worked closely with the copywriting team, and played a fundamental role in designing and creating the brand kit, including the new logo. Increased audience engagement. Also encouraged radical change through the promotion of content for the organization.

# OTHER SKILLS

SEO Skills

Illustration

Content Creation

Web Design Skills

Survey Design Skills

Social Media Skills

E-Newsletter Design

Basic Animation Skills

Mobile App Mockup Design

Photo Editing Skills

Video Creation & Editing

Photography Skills

Design Thinking

Fine Arts Skills

Graphic Design Skills

Digital Marketing

Journalism Skills

Facebook Ad Skills

Data Analysis Skills

Leadership Skills

Marketing Skills

Market Research

Content Writing

Creative Thinking

Organizational Skills

Strong Teamwork Skills

Project Management

Brand Management

Data Interpretation Skills

Creative Writing Skills

Keyword Research Skills

Great Time Management Skills

Project Management Skills

Analytical Thinking Skills

Problem-Solving Skills

Web UI/UX Skills/ Design

Excellent Communication Skills

- The content called for people to vote in the elections of the United States. Worked with a diverse multicultural team. Gained a deep understanding of the type of bold content that went beyond the limits to push a powerful message for a highly impactful cause. On Instagram, followers grew by 144% and we established a brand new TikTok channel that would push our message. TikTok followers grew by 3100% in just 2 months since account integration. Thanks to the continued efforts of me and my team, hashtags like #StopAsianHate and #StopAAPIHate were used on Twitter more than 8.4 million and 2.5 million times, respectively in 2021.

July 1 - July 30, 2021

Contract Graphic Designer

Mutts & Mittens, Singapore

- With the objective of increasing volunteers and adopters, I aimed to adapt innovative content (using Vectornator, After Effects, Canva and GoDaddy Studio) in line with dynamic audience responses. Key highlights included a growth of followers on Instagram by 25% in one month. However, the main highlights included a 20% boost in traffic to the Official Website through better engagement with their social media pages. The client also saw a 22% increase in clients for their physical boarding centre. As more volunteers came forward to take care of the animals at the main boarding centre as a result of these promotional efforts, rehabilitation rates went up. This resulted in an increase in the number of adopters as well. Research and Data Analysis were conducted using custom design surveys on Typeform and data analysis software such as Tableau.