



# 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

Freelance Graphic Designer

HOPE worldwide, Bay Area Chapter

- The client required some direction and assistance on how they could better promote special events and festivals on social media. On a specified set of projects assigned to me, I was called to design powerful content to increase awareness and community response to these events. A revamped Graphics and Elements Style for special events (Adobe XD) including handcrafted illustrations (with Illustrator) helped boost engagement and increased the reach of HOPE worldwide on Instagram. Significant results included a 91.6% increase in followers on Instagram and an increase in the popularity of the organisation. 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 & interactive website for the client using Dreamweaver and Wix. The client's customers had complained of difficulties in navigation. The revamped website solved all these challenges by making a clean, smooth interface & efficient navigation was integrated as the core focus. Premiere Pro and After Effects were used for videos. Site traffic increased by 300% after the newest version of the website was published. Site sessions also increased by 236%. An integrated website chat box helped generate 220% more leads and helped the client connect with all of their potential buyers in a more efficient, effective way in new international markets like the US, India, Malaysia, Thailand, Vietnam, China, Hong Kong and Taiwan. Went on to assist with conceptualizing product design using Shapr 3D and created leaflets for promoting a diaspora of these products.

# SOFTWARE SKILLS

Canva  
Typeform  
Figma  
Trello  
Tableau  
Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
Adobe Express  
Adobe Acrobat  
Adobe XD  
Adobe Premiere Pro  
Adobe After Effects  
GoDaddy Studio  
Vectornator  
Adobe Dreamweaver  
Wix Website Builder  
WebFlow Website Builder  
Squarespace Website Builder  
Shapr 3D (CAD Modeling)  
MailChimp Email Marketing  
Moosend Email Marketing

# OTHER SKILLS

Illustration  
Content Creation  
Web Development Skills  
Website Design  
Basic Animation Skills  
Video Creation & Editing  
E-Newsletter Design  
Survey Design  
Creative Writing / Writing Skills  
Data Interpretation Skills  
Data Analysis Skills  
Strong Teamwork Skills  
Great Time Management Skills  
Project Management Skills

November 20,2021 - Present

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

- The client required a social media strategy to help more people attend retreats and workshops hosted by her, and that's where I came in.
- Implemented personal branding strategies to help the client expand her online presence, along with reach and integrate her own story into the business to attract more clients. Designed content using relevant software such as InDesign and Illustrator for a variety of platforms including Instagram and Facebook, and created a new Twitter account for the promotion of content and brand outreach.
- Followers went up by 50% on Instagram and the client has now crossed 700 followers, while on Facebook, followers increased by 30% and over 600 followers have been achieved. Unified Sales Funnel Strategies were implemented as well.

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 via customizing and generating immersive content boosted the client's live events and resulted in an increase in attendance at these events (45%).
- Helped promote client collaboration with other companies including Insight Timer, one of the most well-known meditation apps in the world, and Flowell, a wellness-based app 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 such as posters and flyers were also designed with InDesign 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 20%. 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 - Present

Freelance Graphic Designer  
8by8 Stop Asian Hate, United States

- Directly worked with the co-founder of 8by8 to create brand content, & provided detailed design feedback on early models, especially in the beginning phases when the team was significantly smaller. Increased audience engagement encouraged radical change through the promotion of not just general content, but also promoting the app created by the organization calling for people to vote in the elections of the United States. Later, worked with a diverse multicultural team.
- Gained an understanding of the type of bold content that went beyond the limits to push a powerful message for a highly impactful cause. The #StopAsianHate and #StopAAPIHate hashtags were used on Twitter more than 8.4 million and 2.5 million times, respectively in 2021.
- On Instagram, the number of followers grew 144% from 100 followers to the current 244 followers and we were able to establish a brand new TikTok channel to push our message. TikTok followers also grew 30% since account integration.

ESP Skills  
SEO proficiency  
Analytical Thinking Skills  
Leadership Skills  
Organizational Skills  
Marketing Skills  
Problem Solving Experience  
Excellent Communication Skills

July 1 - July 30, 2021

Freelance Graphic Designer

Mutts & Mittens, Singapore

- With the objective of increasing volunteers and adopters, I set out to adapt innovative content (using Vectornator, Canva and GoDaddy Studio) in line with dynamic audience responses.
- Followers on Instagram grew 16% in one month. However, the main highlights included a 20% boost in traffic to the Official Website via better engagement with their social media pages. The client also saw a 22% increase in clients for their physical boarding centre. As more volunteers opted to take care of the animals at the 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 Analysis were conducted using custom design surveys on Typeform and data analysis software such as Tableau.

