

Rohit R G  LinkedIn @rohitrg0610@gmail.com  +91 9791350103	
Experience	
Freelance	Oct 2023 - Dec 2025
Visual Designer	
Worked with startups and small businesses to develop logos, complete brand identities and marketing creatives. Handled projects independently from concept to final delivery, ensuring strong visual consistency across digital and print platforms. Collaborated directly with clients to understand their needs and transform ideas into effective and impactful design solutions.	
Internship	
Mitra Learn	Mar 2026 - Apr 2026
Graphic Design Intern	
- Developed creative social media visuals to support campaigns and outreach initiatives - Collaborated with the team to communicate impactful messages through thoughtful visual design - Enhanced audience engagement by designing visually appealing and meaningful content	
Innovkaro Solutions	Jan 2026 - Feb 2026
Graphic Design Intern	
- Prepared digital marketing creatives, banners, and posts for various digital marketing campaigns and projects - Worked closely with the design team and marketing team to produce creative and aesthetically pleasing designs - Ensured that the designs are consistent in terms of layout and typography	
Projects	
Samos Affair Branding	Aug 2025 - Dec 2025
Designed a complete brand identity for a samosa brand, including logo, color palette, typography, and brand guidelines. Created packaging mockups, merchandise, and marketing materials while maintaining visual consistency across all touchpoints, translating brand values into a cohesive and market-ready visual system to enhance brand recall and appeal. Tools: Adobe Illustrator, Adobe Photoshop, Figma.	
Easy Hands – Service Booking App UI/UX Case Study	Jan 2025 - May 2025
Designed a real-time service booking platform connecting users with verified providers, focusing on a smooth and user-friendly experience. Conducted user research using the design thinking framework to identify user needs and pain points, and developed wireframes, high-fidelity UI screens, and an interactive prototype to demonstrate the user journey. Tools: Figma, FigJam, Adobe Illustrator.	
LinkedIn Icon Redesign - UI Iconography Project	Jan 2025 - May 2025
Redesigned the key icons of the LinkedIn app to better facilitate the hierarchy of vision and recognition through the application of contemporary icon design principles such as simplicity and consistency. Designed scalable vector icons for digital interfaces.	
Critix – Design Critique Platform UI/UX Case Study	Aug 2024 - Dec 2024
Created a platform to improve design critiques by providing structured and unbiased feedback, addressing challenges such as vague responses, fear of judgment, and limited feedback sources. The solution incorporates features like anonymous feedback, a guided critique system, and gamification to enhance user engagement and create a safe, collaborative environment for designers. Tools: Figma, FigJam, Adobe Illustrator.	
Wall Painting	Aug 2023 - Dec 2023
Led the design and execution of a Yin–Yang mural at LPU, from concept development to final on-site implementation. Collaborated with a team through creative planning and task coordination to ensure smooth execution, translating symbolic concepts into a large-scale visual artwork that enhanced the campus environment.	
Certifications	
User Interface Design NPTEL	Feb 2026 - Mar 2026
Google UX Design Coursera	Oct 2025 - Dec 2025
UI/UX Design Course Mycaption	Feb 2025 - Mar 2025
AI Tools Workshop be10X	Feb 2025 - Feb 2025
Photography Masterclass Udemy	Aug 2024 - Oct 2024
Skills	
Domain Skills Visual design, Branding, Typography, Color theory, Layout & composition, UI design fundamentals, Wireframing	
Technical Skills Adobe Photoshop, Adobe Illustrator, Canva, Figma	
Soft Skills Creative thinking, Visual storytelling, Team collaboration, Time management, Leadership, Attention to detail, Problem-solving	
Publications & Conferences	
Presented research paper titled “The Impact of AI in the Early Stages of the Design Pipeline” at ICSS Conference, 2026 LPU	April 2026
Extra-curricular activities	
Volunteer in Erodu Siragukal NGO Erode, Tamilnadu	May 2025 - June 2025
Education	
Lovely Professional University	2023 - Present
Bachelors in Design (Graphics) 7.4 CGPA	Phagwara, Punjab
Saratha International Sr Sec School	2022 - 2023
Senior Secondary School	Gobichettipalayam, Tamil Nadu
Bannari Amman Public School	2020 - 2021
Secondary School	Sathyamangalam, Tamil Nadu