

Profile

Senior Visual Designer with 4 years in SaaS, owning brand systems, campaign creative and event identity from brief to launch. Recent work: **Propel 24**, Rocketlane's first in-person conference, and an AI-assisted ad engine now live across **54 named accounts**, where I helped build the tooling as well as the creative. I aim for work that stays memorable at first glance, more useful the closer you look.

Education

Bachelor of Visual Arts (BVA)
2018 – 2022
Applied arts & Visual Communications
Karnataka Chitrakala Parishath
Bengaluru, India

Skills

DESIGN

Brand identity systems
Campaign creative
Web & landing pages
Motion graphics · Typography
Data visualisation · Performance ads

AI WORKFLOW

Claude · Codex · Cursor
Figma AI
Generative image & video
Workflow automation & internal tooling

WORKING STRENGTHS

Stakeholder communication
Cross-functional collaboration
Creative direction & critique
Autonomy & prioritisation

TOOLS

Figma · Framer
Illustrator · Photoshop · InDesign
After Effects · Premiere · Lightroom

Experience

Senior Visual Designer
09.2025 – PRESENT
Rocketlane
Chennai, India

- Collaborate with designers on brainstorming and strategy for **marketing and corporate design**: brand campaigns, product launches and event properties.
- Design high-converting **paid landing pages** and LinkedIn campaign creative across ABX, retargeting and awareness; page revamps lifted conversion from **0.73% to 2.58%**, doubled leads and added **\$70K new pipeline**.
- Build **internal tooling and automations** (Claude, Codex, Cursor) that remove manual steps from design production and asset handoff, saving **4–8 hours a week**.
- Maintain the **marketing design system**, now used by GTM and product marketing teams to build their own one-pagers and decks without design bottlenecks.

Graphic Designer
09.2022 – 09.2025
Rocketlane
Chennai, India

- **Headed design for Propel 24**, Rocketlane's first in-person live edition, owning the identity through to on-site execution.
- Built campaign and product marketing collateral, developing SaaS ecosystem fluency working alongside the **product and growth teams**.

Junior Graphic Designer
04.2019 – 09.2020
Sorted Works
Bangalore, India

- Produced digital campaign creative, social assets and brand collateral for technology and commercial clients across **10+ accounts**.
- Worked with senior leads and client stakeholders to translate briefs into finished systems, and to extend and document brand guidelines.
- Built multi-disciplinary fundamentals: typography, layout, print production and vector illustration.

Selected Work

Propel 24
2024
Rocketlane
Conference identity

Full visual system for Rocketlane's first in-person edition, themed “**Productizing your Services**”: identity, stage, film, site and print. **150+ attendees, 20+ speakers, 10+ sessions**.

ABX Campaign Engine
AI-ASSISTED
Rocketlane
Automation pipeline

Assisted in building the ad-automation tooling; designed the content and creative templates that feed it. Live across **54 named accounts**: 136K impressions, **2.63% engagement**.

