

YOUSHA RATHOD

Visual Communication Designer

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Yousha Rathod/behance

ABOUT ME

I am a Visual Communication Design Student with a passion for creative problem-solving. Equipped with the ability to empathise and adapt to the situation, I believe my skills in branding, typography and illustration will greatly enhance the strength of the team.

EDUCATION

Ecole Intuit Lab

Mumbai, India | June 2019 - May 2022

Diploma in Visual Communication Design

Indian School of Design and Innovation (ISDI)

Mumbai, India | May 2019

Foundation Year

H.R. College of Commerce and Economics

Mumbai, India | March 2018

HSC (Commerce)

Gopi Birla Memorial School

Mumbai, India | March 2016

CBSE (10th Grade)

SKILLS

Branding

Illustration

Typography

Copywriting

UI Design

Creative Thinking

LANGUAGES

English, Hindi, Gujrati, Marwadi, French

SOFTWARES

Adobe Illustrator

Adobe Photoshop

Adobe Indesign

Adobe AfterEffects

Figma

Blender

WORK EXPERIENCE

L&K SAATCHI & SAATCHI

Graphic Design Intern | Mainline and Digital |

May - June 2020

Worked on a wide range of platforms for advertisements of primarily automotive brands.

STUDIO SAMARPAN

Freelancer | August 2020 - May 2021

Executed brand packaging, managed social media creatives and basic animation of videos.

ABND

Emerging Brand Practitioner | July - Nov 2021

- Building a brand and crafting the brand guidelines.
- Designing, coordinating and launching websites.
- Developing creatives like emailers, brochures, newsletters, articles for various brands.
- Assisting with brainstorming, brand naming sessions and strategy interviews.