

Design Portfolio: www.behance.net/felixrozario
<https://rb.gy/vwkpuj>

A creative professional with over eight years of experience in design, specializing in branding, UI/UX, and motion graphics. My expertise lies in crafting visually impactful and strategically effective content using tools like Adobe Creative Suite, Figma, and Miro. With a strong foundation in graphic design, I develop solutions that resonate with audiences while driving engagement and value.

My MBA in Data Science adds an analytical edge to my creative process, enabling me to use data-driven insights to refine design strategies. I am passionate about storytelling through design, seamlessly combining creativity and functionality to deliver results that are both aesthetically appealing and impactful.

WORK EXPERIENCE

- **Digital Design - Vervenest (Employed by TAG of Dentsu)**

Present

- **UI/UX Design:** Develop user-centered designs that enhance the overall user experience, utilizing research insights and industry best practices for intuitive and visually appealing interfaces.
- **Motion Graphics & Video Content:** Create dynamic motion graphics and video content that add depth to brand storytelling, enhance visual appeal, and capture audience attention.
- **Digital Design creation and adaptation :** creating and adapting digital designs for diverse platforms, ensuring brand consistency and visual impact. Proficient in optimizing assets for web, social media, and interactive applications.

- **Visual Designer - Con10t Labs.PVT**

Jan 2023 - Dec 2023

- **Brand Development:** Create, refine, and maintain brand identities across various platforms to ensure a cohesive and engaging brand presence is achieved with target audiences.
- **UI/UX Design:** Develop user-centered designs that enhance the overall user experience, utilizing research insights and industry best practices for intuitive and visually appealing interfaces.
- **Motion Graphics & Video Content:** Create dynamic motion graphics and video content that add depth to brand storytelling, enhance visual appeal, and capture audience attention.

- **Graphic Designer - Wishbox India**

Dec 2021 - Nov 2022

- **Brand Strategy:** Craft and implement strategies that strengthen brand positioning, optimize customer engagement, and drive long-term brand loyalty.
- **Social Media Campaigns:** Design and execute social media content and campaigns, using graphic design and motion graphics to boost engagement, brand awareness, and audience growth
- **Advertising Campaigns:** Collaborate on the concept, design, and execution of multi-channel advertising campaigns that effectively communicate brand messages and maximize reach.
- **Packaging Design:** Develop and design product packaging that captures brand essence, stands out on shelves, and aligns with both market trends and consumer expectations.
- **Art Direction:** Lead the creative direction of design projects, overseeing visuals to ensure they meet brand standards and project objectives while inspiring team collaboration.

- **Senior Art - Rapadchakara**

Dec 2019 - Nov 2021

- **Brand & Space Integration:** Align physical and digital brand elements to create a seamless customer experience across all touchpoints.
- **Social Media Content:** Create visually engaging social media content and campaigns that showcase brand essence and expand online reach.
- **Interior Design:** Design and style interior spaces to reflect brand aesthetics and create immersive experiences that connect with customers.

- **Graphic Designer - UMM Digital**

Feb 2019 - Oct 2019

- **Event Planning & Management:** Plan and execute brand-focused events that enhance visibility, engage target audiences, and build community connections.
- **Social Media:** Design and launch dynamic social media designs that align with event goals and branding, driving engagement and increase reach.

- **Junior Art Director - Epagemaker (Newgen Knowledge works)**

July 2017 - Feb 2019

- **Social Media Ads:** Design impactful ads tailored for social platforms to enhance brand visibility and engagement.
- **Video & GIF Creation:** Develop engaging video content and GIFs that capture attention and communicate brand messages effectively.
- **Website Design:** Design and optimize websites to reflect brand identity, improve usability, and increase conversions.

TOOLS

- **Graphic Design Tools:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, XD), Figma, CorelDRAW, Final Cut Pro, Miro.
- **Data Analytics Tools:** Python, Tableau, Streamlit.
- **Statistical Analysis:** Regression Analysis, Time Series Analysis, SARIMA, SARIMAX, LSTM.
- **Other Skills:** Creative problem-solving, adaptability, collaboration, design sensibility, dedicated work ethics, and communication skills.

EDUCATION

- **MBA - Data Science - Manipal University Jaipur**

2022 - 2024

Specialization:

Data Analytics & Business Analytics

Final Year Project:

Title: Integrated Forecasting Models for Share Prices: A Comparative Study

- Developed a detailed approach using SARIMA, machine learning, and LSTM networks to predict share prices.
- Implemented interactive visualization techniques to enhance data interpretation and decision-making.

- **BA - Visual Design and Communication - Don Bosco College of Art & Design**
2014-2017
Specialization:
Graphic Design & Branding
- **Diploma - Mechanical Engineering - SDPC**
2011-2014
Specialization:
Mechanical Engineering
- **School - St. Ann's Mat. Hr. Sec. School**
2007-2011
- **School - St. Thomas Mat. Hr. Sec. School**
1999-2007

KEY STRENGTH

- Creativity
- Creative problem solving
- Dedicated work ethics
- Design Sensibility
- Communication Skills
- Collaboration
- Committed Learning
- Adaptability