

CONTACT

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ACADEMIC EDUCATION

2016
Master in Computer
MGU (Mahatma Gandhi University)

2012
Bachelor in Arts
DU (Delhi University)

PROFESSIONAL QUALIFICATION

2013
Multimedia
Pickles Animation

PROFESSIONAL SKILLS

Design & UI/UX

- UI/UX Design, Wireframing, Prototyping
- User-Centered Design, Responsive Design
- Web & Mobile App Design

Graphic Design

- Adobe Photoshop, Illustrator
- Banner, Social Media Creatives, Branding
- Marketing & Campaign Creatives

Video Edit

- Adobe Premiere Pro and After Effects

Web & Email Design

- HTML5, CSS3, Bootstrap
- Email Design (Outlook Tables, HTML Emails)
- Landing Pages & Website Design

Marketing & Tools

- Jira (Campaign Tracking & Management)
- Eloqua (Email Campaigns & Performance Monitoring)
- Lytho (Global Approval Workflow)

Other Skills

- WordPress, Basic JavaScript
- Cross-functional Collaboration
- Time Management & Fast-paced Execution

RAHUL SAXENA

Senior UI/UX & Graphic Designer | 12+ Years

www.rahulsaxena.online



OVERVIEW

Creative and results-driven Senior UI/UX & Graphic Designer with 12+ years of experience in digital design, marketing creatives, and web solutions. Recently worked with Merck Group (via Randstad), contributing to global marketing campaigns and UI/UX solutions. Experienced in tools like Jira, Eloqua, and Lytho, with a strong focus on delivering high-quality designs in fast-paced environments.

WORK EXPERIENCE

Senior UI/UX & Graphic Designer

Merck Group, (Remote)
(May, 2022 - Present)

- Designed campaign landing pages and high-converting marketing assets for digital platforms
- Created banners for Google Display Ads, Facebook, and LinkedIn campaigns
- Delivered creatives for global markets including Japan, Korea, Taiwan, China, and ANZ
- Developed responsive email designs using Outlook tables and HTML structure
- Managed and tracked email campaigns using Jira and Eloqua, ensuring smooth deployment
- Monitored email performance and resolved campaign-related issues in coordination with internal teams
- Handled global approval workflows using Lytho, collaborating with international stakeholders and teams
- Worked on video creatives and handled urgent design requirements in a fast-paced environment

Senior Graphic & Web Designer

Alignbooks, (Delhi)
(Feb, 2016 - May, 2022)

- Led end-to-end design execution for branding, marketing creatives, and digital campaigns
 - Managed and delivered graphic design assets including banners, brochures, social media creatives, and advertisements
 - Designed and optimized websites, landing pages, and emailers for improved user experience
 - Created UI/UX for web applications and mobile apps in collaboration with development teams
 - Coordinated with internal teams to ensure timely delivery of design projects
- Maintained brand consistency across all digital and print platforms

CORE STRENGTHS

- Creative problem-solving and design thinking
- Strong communication and cross functional collaboration
- Time management and ability to handle multiple projects
- Attention to detail and quality-focused execution
- Ability to work in fast-paced and deadline-driven environments
- Adaptability to new tools, technologies, and workflows
- Ownership mindset and proactive approach

LANGUAGES

Hindi, English, Punjabi

Graphic & Web Designer

Pickles Animation (Delhi)

(Apr, 2013 - Jan, 2016)

- Designed a wide range of digital and print creatives including banners, brochures, logos, and marketing materials
- Developed and maintained client websites from concept to final delivery
- Created visually engaging and user-friendly web layouts aligned with client requirements
- Collaborated with clients and internal teams to understand project goals and deliver effective design solutions
- Improved user experience and visual consistency across web and digital platforms
- Handled multiple projects simultaneously while meeting tight deadlines

Graphic Designer

Global Solutions, Delhi

(Jan, 2012 - Mar, 2013)

- Designed website layouts and basic web interfaces as per project requirements
- Created graphic assets for web and marketing purposes
- Assisted in website development from concept to final execution
- Worked closely with design and marketing teams to deliver creative solutions
- Gained hands-on experience in web design, layout structuring, and client requirements

PORTFOLIO

www.rahulsaxena.online

I hereby declare that the above-mentioned information is accurate to the best of my knowledge and belief.