



Rahul Saxena

Senior Visual & Graphic Designer

SUMMARY

With 12+ years of experience in creating high-impact digital campaigns, branding, and visual communication for global audiences. Expertise in developing creative assets including social media creatives, marketing collateral, email campaigns, and responsive web designs aligned with brand guidelines and business objectives.

Proven ability to translate complex ideas into visually compelling designs, ensuring strong visual storytelling, consistency, and user engagement across digital platforms.

Experienced in working with global stakeholders, managing cross-functional collaboration, and delivering projects in fast-paced environments. Skilled in Adobe Creative Suite, Figma, and marketing tools like SFMC and Eloqua, with a strong focus on design quality, creativity, and performance-driven outcomes.

SKILLS

UI/UX & Design:

Wireframing, Prototyping, User-Centered Design, Responsive Design, Web & Mobile Design

Graphic Design, Creative Design, Visual Design:

Adobe Photoshop, Illustrator, Premier Pro, After Effect, Branding, Marketing Creatives, Social Media Design

Web & Email Design:

HTML5, CSS3, Bootstrap, (Outlook Tables, HTML Emails), Landing Pages

Marketing & Tools:

Adobe Creative Suite, SFMC (salesforce), Eloqua, Lytho, Campaign Management, Performance Tracking

Other Skills:

WordPress, Basic JavaScript, Cross-functional Collaboration, Time Managements

PERSONAL INFORMATION

Email:

rahuldp35@gmail.com

Mobile

9871493891

Address

Mahendra Park, Delhi - 110033

Portfolio:

www.rahulsaxena.online

EDUCATION

MCA - 2016

Mahatma Gandhi University
(MGU)

Bachelor of Arts - 2012

Delhi University (DU)

Multimedia - 2013

MAAC

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

LANGUAGE

English, Hindi

EXPERIENCE:

Senior Visual & Graphic Designer

Merck Group | May 2022 – Present (Remote)

Global healthcare company with a focus on innovation and research

- Led end-to-end graphic, creative, and visual design execution for global branding initiatives, digital campaigns, and marketing communications aligned with enterprise-level brand guidelines
- Designed and delivered high-impact visual and creative assets including banners, social media creatives, emailers, and marketing collateral to support global campaigns and stakeholder communication
- Designed and optimized responsive web pages, landing experiences, and email designs, enhancing user experience, visual consistency, and audience engagement across digital platforms
- 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 SFMC (salesforce), and Eloqua, ensuring smooth deployment
- Monitored email performance and resolved campaign-related issues in coordination with internal teams
- Handled global approval workflows using Lytho and Jira 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 | Feb 2016 – May 2022 (Delhi)

A company providing comprehensive accounting and finance solutions

- Led end-to-end design execution for branding, digital campaigns, and product-focused marketing initiatives in a SaaS environment
- Designed and delivered high-quality digital assets including banners, social media creatives, advertisements, and marketing collateral aligned with brand guidelines
- Designed and optimized responsive websites, landing pages, and email campaigns, improving user experience and engagement
- Created UI/UX designs for web and mobile applications, collaborating closely with developers to ensure seamless implementation
- Worked with cross-functional teams (marketing, product, development) to translate business requirements into effective design solutions
- Ensured brand consistency and visual identity across all digital and print platforms
- Managed multiple projects simultaneously, ensuring on-time delivery in a fast-paced environment

Graphic & Web Designer

Pickles Animation | Mar 2013 – Jan 2016 (Delhi)

A company providing comprehensive accounting and finance solutions

- Designed high-quality digital and print assets including banners, brochures, logos, and marketing collateral aligned with brand guidelines
- Developed and maintained responsive websites from concept to deployment, ensuring optimal performance and user experience
- Created user-centric web layouts and UI designs using strong principles of visual hierarchy, typography, and layout composition
- Collaborated with cross-functional teams and clients to translate business requirements into effective visual and digital solutions
- Improved user experience (UX) and visual consistency across web and digital platforms, enhancing engagement and usability
- Managed multiple design projects simultaneously, ensuring timely delivery under tight deadlines in a fast-paced environment
- Utilized tools such as Adobe Creative Suite (Photoshop, Illustrator) and web design tools to deliver high-quality outputs

Graphic Designer

Global Solution | Jan 2012 – Mar 2013 (Delhi)

A company offering web solutions and services

- 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

Linkedin:

<https://www.linkedin.com/in/rahul-saxena-99547821b/>

Portfolio:

<https://www.rahulsaxena.online/>