



About Myself

My passion for design fuels my creativity and curiosity. Having a keen eye for detail helps me create intricate designs. The city from which I hail, Mumbai—the city of dreams—is surely helping me build a dream of my own for the last 4 years as a Graphic Designer. The Vibrant nature, the diversity and THRIVING energy of the city intrigue me and these qualities are reflected in my work too.
Hello this Leena Rao, a UI/UX & Graphic designer.

Education



MBA in Marketing Management

Dr. D. Y. Patil Vidyapeeth, Pune

2021-2023



B.Sc. in Interior Designing

INIFD, Ghatkopar

2017-2020



HSC

St. Xavier's English High School & Jr. College, Thane

2015-2017



CBSE

DAV public School, Thane

2015

Say Hello At!



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Thane (w), Maharashtra



@doodlewoodle



Leena rao

Languages



English



Hindi



Telugu



Marathi

Work Experience

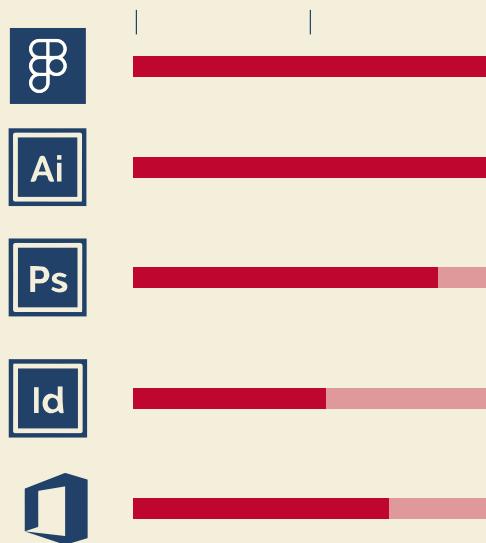
Emcure Pharmaceuticals

Executive Graphic Designer

Nov 2024 – Current

- UI Design – Design layouts, buttons, and visuals following brand guidelines.
- Collaboration – Work with designers, developers, and product teams.
- Testing & Iteration – Conduct usability tests and refine designs.
- Wireframing & Prototyping – Create low-fidelity wireframes and interactive prototypes.
- Designed the Galact website for Emcure.
- Brainstormed and created interactive iPad activities to enhance user engagement.
- Play an active role in brainstorming and conceptualizing design ideas
- Maintaining and evolving visual and brand design systems
- Articulating and presenting visual design concepts, ideas within the team and to the stakeholders
- Take ownership and manage projects and project timelines
- Coordinate with stakeholders and other team members to ensure the project is on track
- Worked on Amazon A+ Content, ensuring brand consistency in design.
- Designed social media posts, including Instagram stories and feed posts, to boost engagement and brand visibility.

Soft Skills



Certificate Course

UI/UX Diploma course

Edit Institute - Thane

Integrated Digital Marketing

Freelancers Academy - Thane

Graphic Designing

MACC Institute - Thane

Things I like



Alembic Pharmaceuticals Limited

Aug 2023 - Nov 2024

Graphic Designer

- Study design briefs and determine requirements
 - Conceptualize visuals based on requirements of the therapies which include LBLs, Reminder Cards, Posters, banners, Packaging, Gimmick, etc.
 - Prepare rough drafts and present ideas
 - Develop illustrations, logos and other designs using software or by hand
 - The appropriate colours and layouts for each graphic
 - Ensure compliance with company guidelines, deadlines and design standards
 - Work with copywriters and creative director to produce final design
 - Amend designs after feedback
 - Ensure final graphics and layouts are visually appealing and on-brand

Feb 2022- July 2023

PITCHMAN

Graphic Designer

- Designing Brochures, poster, calendars, 4 page brochures, flyers, Invitation cards, Booklets, •Standee, Table top for specially pharmaceutical company (**Cipla, Dr.reddys laboratories, Alkem, mega we care, Abbott, Glenmark, Sanofi, Sunpharma etc.**).
 - Designing and setting up new templates adhering to brand guidelines and manage the continuity.
 - Sharing best practices or any new learnings to the team.
 - Provide technical support and guidance to other graphic designers, when needed.
 - Preparing and designing rough draft illustrations according to client specifications.
 - Creating Storyboards according to the given brief.

Sept 2021-Jan 2022

BEST SEO

Graphic Designer (Social Media Executive)

- Expertise in creating effective logos, designs, print and digital media.
 - Designed brochures, newsletters, standees, roll up banners and visiting cards.
 - Collaborated with the Account Manager and Advertising Manager to ensure consistency of designs across various media outlets.
 - Used to do project management and help maintain good client-firm relationship.
 - Reviewing junior designer's drafts to ensure quality.
 - Contributing to team efforts by accomplishing tasks as needed.
 - Maintain awareness of current industry and technology standards, social media, competitive landscape and market trends.

May 2020-June 2021

LEMONFOX

Co-founder

- Creation of social media posts, ads creatives, banners, brochures, leaflets, and website design for both online & offline space.
 - Managing social media platforms of clients like facebook, instagram, google my business etc.
 - Creating special posts for sales promotional events and festive seasons.
 - Creating special post which are product specific.
 - Publishing lead data/ report to the clients.
 - Designing graphic content, illustrations & info-graphics.
 - Creating effective logos, designs, print and digital media.