



# Leena Rao

UI/UX & Graphic Designer



11<sup>th</sup> June 1999

## Say Hello At!



7738802621



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Thane (w), Maharashtra



@doodlewoodle



Leena rao

## Languages



English



Hindi



Telugu



Marathi

## 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**

INFD, Ghatkopar

2017–2020



**HSC**

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

2015–2017



**CBSE**

DAV public School, Thane

2015

## Work Experience

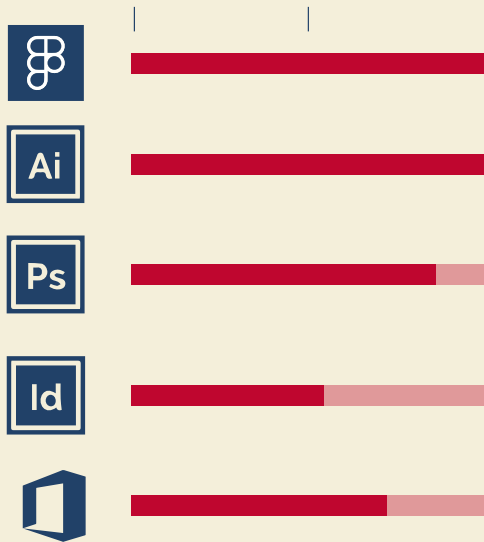
**Emcure Pharmaceuticals**

**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

### PITCHMAN

Feb 2022– July 2023

### 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, Sunphrama 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.

### BESTOSEO

Sept 2021–Jan 2022

### 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.

### LEMONFOX

May 2020–June 2021

### 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.