

ROHINI RAMAKRISHNAN

I am a **brand designer** and **social media specialist** with **9+ years** of experience shaping brands through thoughtful design and storytelling. I specialize in **creative strategy**, from developing unique brand identities, to developing content that connects with people. I thrive on transforming ideas into impactful narratives that help brands grow and stand out. I'm at my best when collaborating with teams to turn complex ideas into designs that feel clear, consistent, and human.

CONTACT

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- Detroit, MI

EDUCATION

- UNIVERSITY OF SOUTHAMPTON
Masters in Global Advertising and Branding
2017 - 2018
- GRD COLLEGE OF SCIENCE
B.Sc. Visual Communication
2013 - 2016

SKILLS

- Creative Ideation
- Campaign Development
- Integrated Marketing
- Brand Strategy
- Project & Time Management
- Team Leadership & Collaboration
- Trend Analysis & Creative Problem Solving

TOOLS

Adobe Creative Suite , Microsoft Office Suite , Canva , HTML/CSS, CMS (WordPress · Wix Studio), Figma, Digital & Print Production

WORK EXPERIENCE

- FREELANCE GRAPHIC DESIGNER** 2024 - Present
Robert Half | Personal
 - Designed multi-channel campaigns and creative assets for clients including Ad Water Media, Shelving Inc., Grand Ventures, etc.
 - Developed brand identities and packaging systems that strengthened recognition and increased client sales by 20%.
 - Collaborated closely with client teams to align visual direction with long-term brand strategy and market positioning.
- BRAND MANAGER** 2023 - 2024
Modish Creative Co.
 - Led branding and digital campaigns that expanded the client base from 3 to 15, generated 3M+ views, and increased website traffic by 40%.
 - Delivered full-scale brand solutions, from packaging and identity refreshes to integrated campaigns that built lasting audience engagement.
 - Collaborated with cross-functional teams to ensure brand storytelling supported overall business and marketing goals.
- CO - FOUNDER** 2020 - 2023
Unfurling Designs (Clique Designs)
 - Built and scaled a boutique creative agency into a 7-member team specializing in branding, design, and social media strategy.
 - Led strategy and creative execution for 30+ brands across industries, from logo redesigns to digital campaigns, driving measurable growth.
 - Produced social content and campaigns averaging 200K+ views per client, enhancing engagement and strengthening online presence.
- CREATIVE LEAD** 2017- 2020
Rush Republic
 - Directed creative campaigns, packaging, and social media strategies for 60+ clients, including award-winning brand identities.
 - Increased client visibility and engagement by 40% through innovative storytelling and cohesive campaign execution.
 - Mentored design teams, fostering collaboration and creative problem-solving in a fast-paced agency environment.
- DESIGN SPECIALIST** 2016 - 2017
 - Designed and managed digital, print, and web assets that unified brand visuals and enhanced audience engagement.