

Swapnil Rastogi

Digital Designer

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Summary

Digital designer with 6 years of experience in digital advertising, social media, emails, website assets and presentations. Proficient in graphic design, image editing, motion graphics, video editing and video compositing. A creative problem solver with deep understanding of consumer behaviour and business objectives. Ability to pinpoint relevant trends, interpret data and continuously learn and incorporate new tools and technologies. Expertise in industry standard design tools - Figma, Illustrator, Photoshop, After Effects and Premiere Pro. Effectively collaborate with cross-functional teams and clients and maintain productive relationships. Strong ability to pitch exciting new ideas and contribute to business proposals. Manage multiple large-scale projects simultaneously and mentor junior designers as well. Excellent time management, attention to detail and the ability to balance project priorities and client needs.

Work Experience

Guild Capital Management LLC

- **Senior Graphic Designer, MARCH 2023 - DECEMBER 2023**
 - Led creation and animation of assets for paid marketing and social channels, across sectors and diverse audiences.
 - Cultivated and nurtured strong relationships with stakeholders and clients, managing their expectations to ensure their satisfaction and retention.
 - Created pitches that successfully attracted new clients for business acquisition.
 - Built and managed streamlined creative pipelines, resulting in a significant reduction in production times.

Guild Capital Management LLC

- **Graphic Designer, MAY 2021 - MARCH 2023**
 - Increased sales and reduced customer acquisition costs by approximately 60% across multiple brands, meeting both creative and business objectives.
 - Created pitches that successfully attracted new clients for business acquisition.
 - Implemented a success tracking system to monitor the effectiveness of ideas for each brand.

Slick Filmcraft Co.

- **Graphic Designer, AUGUST 2018 - APRIL 2021**
 - Developed static ads and social media posts.
 - Led motion graphics and VFX projects for music videos, TV commercials, and original content.
 - Oversaw video editing and post-production teams, ensuring timely delivery of high-quality work.
 - Orchestrated on-site coverage of Lakme Fashion Week 2021, capturing captivating visuals.

Supari Studios Pvt. Ltd.

- **Animation Intern, SEPTEMBER 2017 - DECEMBER 2017**

- Created the official lyrics video for Dua Lipa's hit song "New Rules".
- Produced engaging motion graphics and character animations for non-profit organisation explainers.
- Developed captivating motion graphics and character animations for branded content.

The Glitch

- **Animation Intern, JUNE 2016 - JULY 2016**

- Worked on motion graphics and VFX for branded content.
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Skills

- Graphic Design
 - Video Editing
 - Motion Graphics
 - Email Design
 - Figma
 - Adobe After Effects
 - Adobe Premiere Pro
 - Adobe Photoshop
 - Adobe Illustrator
 - Generative AI
 - Advertising
 - Digital Marketing
 - Print Marketing
 - Branded Content
 - Project Management
 - Creative Problem Solving
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Education

Marketing Certificate

- From: Wharton Online
- Course duration: December, 2022 - September, 2023
- Course name: Selling Ideas: How to Influence Others and Get Your Message to Catch On

Undergraduate Diploma in Communication Design (Animation)

- From: Maharashtra Institute of Technology
- Course duration: June, 2013 - March, 2018
- Degree equivalent diploma course