

Swapnil Rastogi

Creative Designer - Static & Motion

Portfolio: <https://www.swapnilrastogi.com/projects> | LinkedIn: <https://www.linkedin.com/in/swapnil-rastogi/>

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Summary

Multimedia designer with the ability to blend creativity with commercial impact.

Skills

Graphic Design, Video Editing, Motion Graphics, Visual Storytelling, Creative Problem Solving, Creative Strategy, Consumer Psychology, Project Management, Content Management Systems, Digital Asset Management

Work Experience

Freelance

January 2024 - Present

- Developed paid social videos for a skincare brand to drive purchase.
- Designed social media posts for a men's clothing brand.

Senior Marketing Designer

Houndstooth Strategic Communications

May 2021 - December 2023

- Designed digital ads (paid and social), web assets and emails for early-stage startups.
- Reduced customer acquisition costs by 60% over a period of one year for a DIY lawn care brand.
- Built a concept generation and performance tracking framework that reduced the time spent in developing new campaigns by around 50%.
- Mentored junior designers to encourage a growth mindset amongst the team.
- Collaborated with stakeholders across departments to develop creative strategy for campaigns.
- Built client relationships to increase satisfaction and retention rates.
- Analysed online trends across different platforms to identify relevant marketing opportunities.
- Successfully won global clients by delivering compelling design pitches.
- Conducted internal training sessions related to motion graphics.

Motion Designer

Slick Filmcraft

August 2018 - April 2021

- Led motion graphics and VFX projects for music videos, TV commercials, and digital content.
 - Managed video editing and post-production teams, ensuring timely delivery of high-quality work.
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Education

Communication Design (Animation)

From: Maharashtra Institute of Technology: Institute of Design

Course duration: June, 2013 - March, 2018

Marketing Certificate

Course name: Selling Ideas: How to Influence Others and Get Your Message to Catch On

From: Wharton Online