

# Hello, I'm Roshan Vinod.

A result-oriented digital designer with 6+ years of experience, passionate about creating user-centric, visually stunning experiences. I leverage my tech & business background to translate design concepts into successful digital products. My strong communication skills fosters collaboration with developers, marketers, and clients. I stay up-to-date with design tools and methodologies to deliver innovative solutions.

## Experience

JUNE 2021– CURRENT

*HealthPost, Auckland***UX AND DIGITAL DESIGNER**

- Played a vital role in the creation of icons, email templates, and social media assets during the brand redesign process, ensuring that they were visually appealing and on-brand.
- Collaborated closely with an external designer to create the company logo, print assets, and packaging materials that perfectly captured HealthPost brand's essence.
- As the sole UX and website designer, I led the design process from research to high-fidelity designs, organizing collaborative workshops with stakeholders to refine designs and ensure high-quality final products.

*Market My Biz, Christchurch***DIGITAL DESIGNER, FREELANCE**

- Created a variety of engaging digital assets (banners, emailers, social media creatives, and icons) that met client needs and campaign goals.
- Optimized social media graphics for various platforms (Facebook, Instagram, etc.) to maximize reach and engagement.
- Collaborated with the design team to contribute to the user interface (UI) and user experience (UX) design of two client websites in the health and wellness industry.

*Better packaging Co, Auckland***DIGITAL AND WEB DESIGNER, FREELANCE**

- The client wanted to rebrand and migrate their website from Wordpress to Shopify.
- Collaborated closely with the client to understand their business requirements and provided support with the redesigning and replatforming of the website.
- Resulted in increased brand awareness and customer satisfaction for the website.

MAY 2021

DEC 2020

## CONTACT

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## EDUCATION

**2018 – 2019**

*Master of Business Management*  
**University of Waikato**

**2015 – 2016**

*School of Media Design*  
**Diploma in Web and Graphic Design**

**2010 – 2014**

*Tamilnadu College of Engineering*  
**Bachelor of Engineering**

## SOFTWARES

- Adobe creative suite: Photoshop, Illustrator, Indesign, XD
- Figma and Sketch
- Canva and AI tools
- EDM Platforms (Klavo)
- Usability testing platforms
- AB testing platforms
- WYSIWAG Editors
- MS office suite
- CMS platforms

## CERTIFICATIONS

**Design Thinking Fundamentals**  
*DesignThinkers Academy*

**Product Design**  
*ELVTR, Simone Ferraro*

**Foundations of UX**  
*Google Certification*

# Experience Continued

DEC 2020

*HonourThem, Auckland*

**DIGITAL DESIGNER**

- Conducted a website audit and found major usability and aesthetic issues on the HonourThem website.
- I redesigned the key pages of the website in a user-centric manner, which led to a 30% increase in engagement.
- Provided a style guide and worked with the developers to ensure a pixel-perfect delivery of the website.

DEC 2019

*Human Digital, Hamilton*

**DIGITAL CONSULTANT**

- Worked collaboratively with the marketing manager and design director to brainstorm, ideate and produce engaging digital experiences for clients.
- Created custom logos and branding materials for clients across various industries, effectively translating their brand identity into visual assets that resonate with their target audience.
- Conducted thorough research and analysis of design trends and competitor landscapes to inform design decisions and stay ahead of industry developments.

MAR 2016 - MAY 2018

*Extentia Information Technology, Pune (India)*

**GRAPHIC DESIGNER**

- Contributed to the development of branding materials, including logos, business cards, and marketing collateral.
- Designated In-house designer responsible for design, and content management for company websites, landing pages, email campaigns, and all other multimedia projects.
- Brainstormed with the wider marketing team and created social media posts and print assets such as product labels for external clients associated with Extentia.

## ORGANIZATIONS

2022 - PRESENT

**MANAWAKA AO**

Helping the community for the women of Colour. Worked in the capacity of Photographer, Graphic and Web Designer

2018

**CLEAN CALICUT**

Worked as a Creative director and Designer for the clean calicut initiative conducted at my hometown.

## HOBBIES

- Photography
- Hiking
- Travelling
- Reading
- Cross-fit
- Cooking

# References

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