

Rahul Saxena

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SUMMARY

I'm a product, branding, visual, and communication designer who loves bringing brands to life. Stories are an essential part of the human experience, integral to how we communicate, learn, and connect. As humans, we all love to hear stories, and I love to work with brands tell theirs to the world. As a 'connector,' I master the art of bridging people, data, and problems to uncover hidden patterns and ideas. Understanding the relationship between human behaviour and human-centered design fascinates me. My varied roles, from visual designer to entrepreneur and design thinker, have shaped my professional experience in conceptualizing new products, transformation, refining and revamping existing designs.

FIND ME ONLINE

LinkedIn

([linkedin.com/in/rahulsaxena30](https://www.linkedin.com/in/rahulsaxena30))

Portfolio Website

(<https://www.rahulsaxena.co/>)

Behance

([behance.net/rahulsaxena9](https://www.behance.net/rahulsaxena9))

SKILLS

Visual Design, Communication Design, Product Design, UI/UX Design, Storytelling, Design Thinking, Project Management, Product Management, CRM

TOOLS

Adobe Creative Cloud (Illustrator, Photoshop, InDesign, XD, Premier Pro, After Effects), Figma, Unity, Visual Studio, Apple Final Cut Pro, Apple Keynote, Microsoft Office (Word, Excel, Powerpoint), Helpdesk, Monday, Jira

EDUCATION

Master of Engineering Design - Product Design

Ontario, Canada

McMaster University, W Booth School of Engineering Practice & Technology

09/2023 - Present

- Grade: A+ | Secured a Housing Assistance Role, Delivering Outstanding Customer Service to 6500+ Students, Promoting Equality & Diversity

Post Graduate Diploma in Business Management

Mumbai, India

NMIMS Global Access - School for Continuing Education

06/2017 - 07/2019

Bachelor of Technology - Electronics and Communication Engineering

Delhi, India

Guru Gobind Singh Indraprastha University

09/2012 - 06/2016

- 81% | Head, Design Club | Winner, Video Competition on Noble Cause | Head, College Carnival 2014

EXPERIENCE

Junior Manager - Design - Product & Marketing

Noida, India

Paytm (One97 Communications Ltd)

09/2020 - 08/2023

India's #1 FinTech Company with \$660M annual revenue and 500M users (~25% of the Indian population)

- Enhanced UI/UX of the app, focusing on user journey for product activation, device management, and credit card sign-up. Impacting 30M users, 0.4% user acquisition every month, and a 3.8% boost in credit card sign-ups for Paytm.
- Led a team of four in designing major national marketing campaigns & advertisements, focusing on enhancing user engagement and brand visibility. Gathered user insights and feedback to enhance product usability, resulting in 5M total impressions and increased customer acquisition.
- Directed the comprehensive overhaul of Paytm's brand identity across multiple products. Developed design system & internal brand guidelines, built new brand logo units for 4 Paytm products (PG, Credit-Mate, Sound-Box, and POS). Achieved brand consistency, significantly enhancing brand recognition & customer trust.
- Managed product photography and developed packaging for POS/EDC devices used by 30M active merchants/shop owners. Improved product usability, saved shelf space, and reduced logistic costs.

EXPERIENCE

Sr. Visual & Communication Designer

Delhi, India

Morphogenesis

06/2019 - 09/2020

One of India's top-20 architectural firm with 600+ projects, and designed 53+ million square feet area

- Revamped company website's UI/UX, improving navigation, user interaction, and accessibility. Produced social media content, driving significant growth in online user engagement & visual storytelling, expanding audience reach by ~37%.
- Established marketing strategies & content to establish brand presence. Created collaterals for marketing across digital and traditional media (publications, exhibitions, company reports), achieving a 9% increase in brand awareness, solidifying position as an expert in the Indian architecture industry.
- Orchestrated end-to-end production of visually compelling building-tour video for India's #4 pharma client. Blended sustainable architecture design with a user-centric narrative, recognized with quarterly award for outstanding project management and storytelling.

Design Head

Delhi, India

Aim Dynamics

06/2017 - 06/2019

Entrepreneurial venture providing 'Sustainable Packaging Solutions' to garment retailers; USD 300K annual revenue

- Utilized sustainable packaging design to create first-time-ever (size) shelf tray in India, improving process and increasing production efficiency by 20%, demonstrating a strong commitment to manufacturer & consumer focused design
- Leveraged design expertise to secure a contract with India's top garment exporter and partnered with 6 packaging factory units, enhancing production process efficiency and reducing delivery timelines
- Organized focus groups to validate the 'Carton Box Bursting' problem, mapping the customer journey to identify opportunities resulting in optimized product solution and improved user experience

Self Employed

Hamilton, ON

Designer

05/2016 - Present

- Worked on the 2024 virtual hospital rounds project for the nephrology department of St. Joseph's Healthcare, Hamilton, Ontario. Targeting to discuss 60 patients in 60 minutes.
- Crafted the 2023 annual report cover for Rate-gain, focusing on stakeholders, context, and vision.
- Designed 14 e-books, monthly social media content, newsletters, and digital banners for Interview Kickstart.
- Created 8 logos and identities for few companies including Studio Ivory, UMA IVF, S Realty LLP, Lascaux Design, and CLAW.
- Produced 12 innovative & sustainable garment packaging for Woodland, A Staking Monk, Woods, and AND1.

CERTIFICATION

Google UX Design Professional Certificate

HubSpot CMS for Marketers

VOLUNTEERING

Volunteer Member

NGO Ameya

2022

Uplifted 50 rural families out of poverty via skill development and digital literacy and community empowerment

ADDITIONAL EXPERIENCE

Founder

Delhi, India

Rahul Engineering Works

2019 - 2022

Founded an Industrial Design practice specializing in the development of innovative moulds for plastic spoons.

Co-Founder

Delhi, India

Lascaux Designs

2020 - Present

Co-founded a specialized design agency providing print & digital design solutions, along with a thriving learning community with 1.2K followers on Instagram.

LANGUAGES

English (Professional)

Hindi (Native)