Sachin Rathor

Visual Designer | UI UX

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Executive Summary

Entrepreneurial Designer with over 5 years of experience across multiple industries. Started as a visual designer, specializing in branding for 2 years, before founding a creative studio. Successfully led a team of 25 in-house creatives and developed design systems for various SaaS platforms. Experienced in DeFi and Blockchain projects with strong skills in design principles and project management. Thrive in fast-paced environments where ideas flow and innovation is valued.

Highlights

- Founder & Creative Director at dizayn.io, led the company for 3 years
- Collaborated with over 60 businesses — Developed and launched 12 products
- Received "Site of the Day" award for one of our websites

Experience

Dizayn.io Creative Studio   April 2021 - July 2024

Founder & Creative Director   Ahmedabad, Gujarat

Led client relationships, team management, and project execution at the executive level, dedicating 50% of my time to leadership and the remaining to hands-on project execution and quality assurance. Successfully managed and delivered all projects independently in the startup's early days, ensuring consistent goal achievement and high-quality outcomes

- Managed day-to-day activities across multiple departments within the dizayn.io
- Created systems and design processes followed by a team of 25 in-house creatives.
- Developed original concepts, art direction, and designs for multimedia projects.
- Provided guidance on technical aspects of design projects, including web/App and software engineering.
- Collaborated with internal stakeholders to define project objectives and timelines.
- Design and development of over 12 products and completed 30+ branding and visual projects.
  Aiswapr | KAYA Design System | Workv.io | Linkvalidator

Freelance   April 2020 - May 2021

Ui UX | Visual Designer   Ahmedabad, Gujarat

Orchestrated client relationships for Ui -Ux & visual design projects, delivering 20+ submissions optimised UI/UX for SaaS platforms, boosting user engagement by 40% and increasing customer retention by 25% for De Fi startup.

- Developed the comprehensive design system and branding for DiFi investment platform, Bomoz, enhancing visual consistency and user experience
- Led UI/UX design for blockchain community platform Called Tokenara, driving user engagement through intuitive design and seamless user interfaces.
- Developed visual designs for digital products, including websites and mobile apps, and created user interface mockups for usability testing.
- Designed logos and graphics for branding, alongside style guides for visual consistency.
- Collaborated with developers to integrate design solutions into applications.
- Directed photo shoots for product catalogs and website content.
- Improved design quality and user experience through continuous innovation and best practices.

Skills

- **Product Design:** UX/UI Design | Usability & Accessibility | Prototyping | Interaction Design & UI Animations | Wireframing | Information Architecture | User-Centered Design | Design Thinking | User Research & Testing
- **Visual Design:** Typography | Branding & Strategy | Graphic Design | Iconography | Color Theory
- **Project Management:** Team Leadership | Agile Methodologies (Scrum, Sprint Planning) | Cross-functional Collaboration | Project Lifecycle Management
- **Tools:** Figma | Adobe Creative Cloud (PS, Ai, AF & more) | Protopie | Jitter | Spline | Blender

Education

Vishwakarma Government Engineering College, Ahmedabad   April 2018-2021

Power Electronics   Ahmedabad, Gujarat

Language: English | Hindi | Gujarati

Interests: Cycling | Mountaineering | geopolitics & science & tech | Si-fi survival movies