

Rohan Rao

Graphic Designer

RR

Surat, India rohan.rao@example.com Fictional sample

01 Professional profile

Graphic Designer with an illustrative 11-year career focused on brand expression, editorial systems and campaign artwork. Core strengths include Typography, Layout design and Illustration. Selected examples describe the challenge, contribution and handover materials.

02 Professional experience

Jul 2022 - Present

Graphic Designer

Asterline Design Studio · Surat

Delivered defined workstreams in brand expression, editorial systems and campaign artwork, coordinating reviewers and delivery partners.

- Created a modular poster and programme system that handled varied event titles and formats.
- Built a flexible editorial grid with image-caption rules and a restrained type system.

Jul 2018 - Jun 2022

Graphic Designer

Northmere Design Studio · Surat

Developed hands-on experience across brand expression, editorial systems and campaign artwork, with a defined review process.

- Used typography and adobe illustrator on assigned work; recorded decisions so colleagues could understand the approach.
- Prepared handover materials and incorporated specialist feedback before closing the workstream.

Jul 2015 - Jun 2018

Junior Designer

Cedarfield Design Studio · Surat

Built foundations through supported assignments, observation and practical feedback.

- Assisted with layout design and print production, checking work with an experienced reviewer.
- Kept organised work records and developed clear handover habits through supervised practice.

EXPERTISE

Core capabilities

Typography

Layout design

Illustration

Adobe Illustrator

Print production

Art direction

SELECTED WORK

Independent book festival

Identity exploration and print-ready artwork

Culture journal redesign

Editorial spreads and production specification

LANGUAGES

English - professional working

Hindi - professional working

CAREER CONTEXT

11 years in this illustrative career.

Three appointments.

Full work examples on page 2.

03 Selected design work

Ideas with a visual point of view.

WORK EXAMPLE 01 / ILLUSTRATIVE	Context The programme lacked a consistent visual identity.
Independent book festival	Contribution Created a modular poster and programme system that handled varied event titles and formats.
Prepared for handover	
Identity exploration and print-ready artwork	

WORK EXAMPLE 02 / ILLUSTRATIVE	Context Long-form stories needed clearer pacing and hierarchy.
Culture journal redesign	Contribution Built a flexible editorial grid with image-caption rules and a restrained type system.
Prepared for handover	
Editorial spreads and production specification	

04 Education

2013 – 2015

Postgraduate Diploma in Visual Communication

Asterbridge Institute of Professional Studies
Specialist study with a practice focus on typography and layout design.

2009 – 2013

Bachelor of Design

Cedarhaven College of Applied Studies
Foundation study, practical assignments and supervised learning. Fictional institution and qualification record.

05 Professional development

2024

Typography - advanced practice workshop

Scenario exercises and peer review in brand expression, editorial systems and campaign artwork.

2025

Adobe Illustrator - reflective practice seminar

Applied learning reviewed through a bounded example and a written reflection.

Continuing learning examples, not licences or independently verified certifications.

06 Practice & evidence notes

Work focus	Evidence status	Contribution scope
Brand expression, editorial systems and campaign artwork	Illustrative work descriptions; no source artefacts attached	Owned the stated workstream, not all team outcomes

Every employer and institution in this CV is fictional. The two work examples describe individual contributions; supporting artefacts and externally measured outcomes are not supplied. Replace example information with accurate records and permission-cleared work before using this CV.