



ROHAN RAO

Graphic Designer

typography, layout, Adobe Illustrator

Surat, India | rohan.rao@example.com | ROLE 08-03

FICTIONAL SAMPLE - all employers, qualifications and outcomes are illustrative and unverified.

EXECUTIVE SUMMARY

Graphic Designer with an illustrative 11-year career in digital product, communication and visual design. Combines typography, layout, adobe illustrator with disciplined documentation, practical coordination and clear communication. The sample career progresses from focused execution to independent workstream ownership, with responsibilities and boundaries described for each appointment.

Selected work includes campaign visual system, publication redesign and multichannel asset toolkit. These examples explain the original problem, individual contribution, deliverables, review approach and remaining limitations rather than relying on unsupported headline claims.

Prepared for experienced graphic designer opportunities requiring dependable delivery, thoughtful professional judgement and collaboration. The qualification narrative includes Postgraduate diploma in Visual Communication. Every named organisation and outcome in this record is fictional; professional eligibility is not independently established.

AT A GLANCE

11 years ILLUSTRATIVE CAREER	4 CAREER APPOINTMENTS	3 WORK EXAMPLES	2 EDUCATION RECORDS
--	---	---------------------------------------	---

CORE COMPETENCIES

typography / layout
Adobe Illustrator / InDesign
Photoshop / print production
brand systems / digital assets

PROFESSIONAL MISSION

Turn a clear brief into dependable digital product, communication and visual design work: understand the context, apply typography and layout, record the evidence and explain the limitations before handover.

Career family: Digital & Visual Design | Snapshot: 2026-09-22

PROFESSIONAL EXPERIENCE / RECENT

Graphic Designer

Meridian Design Studio (fictional)

Jul 2024 - Present | Surat, India

Independent ownership of scoped graphic designer work, coordinating contributors and making review requirements explicit. Includes the first two selected work examples.

- Built a flexible layout system and production specifications.
- Reworked grids and typographic hierarchy.
- Led brief clarification and prioritised work using typography, layout and adobe illustrator. Raised unresolved constraints before committing to the next stage.
- Coordinated peer reviews and handover preparation; used a research or creative brief to distinguish completed work, assumptions and follow-up needs.
- Supported colleagues with practical examples of indesign and maintained a concise learning record after important assignments.

Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

Senior Graphic Designer

Northline Design Studio (fictional)

Jul 2020 - Jun 2024 | Surat, India

Owned defined assignments and supported cross-functional coordination. Developed deeper practice in adobe illustrator and indesign.

- Produced reusable templates and export guidance.
- Translated incoming requirements into a sequenced plan and aligned responsibilities with the project or service owner.
- Applied photoshop and print production to resolve delivery questions while maintaining source and decision notes.
- Introduced reusable working documents and reviewed exceptions with the responsible specialist rather than silently changing scope.
- Prepared a reviewed handoff and feedback summary so the next team could understand the work and remaining questions.

Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

PROFESSIONAL WORKING PRINCIPLES

- Translate audience needs and communication goals into a clear design brief.
- Make design decisions inspectable through explorations, critiques and usability feedback.
- Document asset rights, accessible alternatives and handoff specifications.

PROFESSIONAL EXPERIENCE / EARLIER

Graphic Designer

Cedarbridge Design Studio (fictional)

Jul 2017 - Jun 2020 | Surat, India

Progressed from supported tasks to independently managed assignments, with review available for unfamiliar or higher-risk decisions.

- Handled recurring work involving typography and layout using a documented preparation and review process.
- Supported publication redesign by organising inputs, maintaining issue notes and incorporating reviewer feedback.
- Coordinated colleagues and internal stakeholders using concise status updates, clear questions and agreed next steps.
- Improved record consistency through brand systems and documented handover expectations.

Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

Assistant Graphic Designer

Cedarbridge Design Studio (fictional)

Jul 2015 - Jun 2017 | Surat, India

Built practical foundations through supervised assignments, routine documentation and feedback from experienced colleagues.

- Assisted with typography and adobe illustrator within an agreed scope and escalated unfamiliar work.
- Prepared inputs and checked completeness before passing work to the responsible reviewer.
- Maintained task records and learned to communicate assumptions, constraints and observed problems clearly.
- Applied review feedback to subsequent assignments and developed a dependable working routine.

Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

SELECTED CONTRIBUTIONS

Campaign visual system. Built a flexible layout system and production specifications. The achievement is the described workstream contribution; independent outcome evidence is not supplied.

Publication redesign. Reworked grids and typographic hierarchy. The achievement is the described workstream contribution; independent outcome evidence is not supplied.

Multichannel asset toolkit. Produced reusable templates and export guidance. The achievement is the described workstream contribution; independent outcome evidence is not supplied.

SELECTED WORK / 01

Campaign visual system

P1 | Jan 2025 - Jun 2025 | FICTIONAL WORK EXAMPLE

Context. Fictional internal work programme in digital product, communication and visual design; not a real client case study.

Problem. Deliverables lacked a recognisable visual relationship.

Objective. Create a workable response to this issue through typography, explicit review criteria and practical documentation. Agree the boundaries before execution and retain unresolved points for follow-up.

Contribution and ownership. Graphic Designer; owned the stated workstream, not the full organisation or every collaborator contribution.

- Built a flexible layout system and production specifications.
- Prepared the scope with the commissioning team, identified unresolved inputs and used typography to turn the brief into a sequenced work package.
- Applied layout and adobe illustrator while coordinating reviews with the designated owner. Kept decision notes so collaborators could separate facts, assumptions and changes.
- Assembled the handover material, explained open limitations and agreed which items needed further review rather than presenting them as completed.

Methods. typography / layout / Adobe Illustrator / InDesign

Deliverables. Campaign visual system - scoped brief; Campaign visual system - reviewed working package; Campaign visual system - handover and learning summary

Review. Reviewed the scoped output against the agreed brief, recorded exceptions and checked that key conclusions could be traced to observations. The review package calls for a research or creative brief and a named human reviewer.

Illustrative outcome: the team adopted a repeatable approach for campaign visual system, with clearer ownership and reviewable records. This is a fictional qualitative result; no real performance measurement or external acceptance evidence is supplied.

Suggested evidence (not supplied): research or creative brief; annotated design iterations; reviewed handoff and feedback summary.

SPECIALIST PRACTICE

Portfolio attribution

The sample focuses on typography, layout, adobe illustrator. Approvals, supervision and specialist input are identified in each work package; work outside this scope is referred to the designated responsible person.

Peer learning and practical guidance. Created short examples on typography and indesign for colleagues. Separated personal preferences from agreed team procedures and recorded useful questions.

Review and handover discipline. Facilitated practical reviews of publication redesign, ensuring that unresolved issues retained a named owner rather than disappearing from final presentations.

Client names and projects are fictional; reference imagery and production assets require appropriate permissions.

SELECTED WORK / 02 AND 03

Publication redesign

P2 | Jan 2026 - Jun 2026 | Meridian Design Studio (fictional)

Problem. Long-form content was difficult to scan.

Objective. Create a workable response to this issue through layout, explicit review criteria and practical documentation. Agree the boundaries before execution and retain unresolved points for follow-up.

Ownership. Graphic Designer; owned the stated workstream, not the full organisation or every collaborator contribution.

- Reworked grids and typographic hierarchy.
- Prepared the scope with the commissioning team, identified unresolved inputs and used adobe illustrator to turn the brief into a sequenced work package.
- Applied indesign and photoshop while coordinating reviews with the designated owner. Kept decision notes so collaborators could separate facts, assumptions and changes.
- Assembled the handover material, explained open limitations and agreed which items needed further review rather than presenting them as completed.

Methods. layout / Adobe Illustrator / InDesign / Photoshop

Delivered. Publication redesign - scoped brief; Publication redesign - reviewed working package; Publication redesign - handover and learning summary

Illustrative outcome: the team adopted a repeatable approach for publication redesign, with clearer ownership and reviewable records. This is a fictional qualitative result; no real performance measurement or external acceptance evidence is supplied.

Suggested evidence (not supplied): research or creative brief; annotated design iterations; reviewed handoff and feedback summary.

Multichannel asset toolkit

P3 | Jan 2021 - Jun 2021 | Northline Design Studio (fictional)

Problem. Local teams adapted artwork inconsistently.

Objective. Create a workable response to this issue through adobe illustrator, explicit review criteria and practical documentation. Agree the boundaries before execution and retain unresolved points for follow-up.

Ownership. Graphic Designer; owned the stated workstream, not the full organisation or every collaborator contribution.

- Produced reusable templates and export guidance.
- Prepared the scope with the commissioning team, identified unresolved inputs and used photoshop to turn the brief into a sequenced work package.
- Applied print production and brand systems while coordinating reviews with the designated owner. Kept decision notes so collaborators could separate facts, assumptions and changes.
- Assembled the handover material, explained open limitations and agreed which items needed further review rather than presenting them as completed.

Methods. Adobe Illustrator / InDesign / Photoshop / print production

Delivered. Multichannel asset toolkit - scoped brief; Multichannel asset toolkit - reviewed working package; Multichannel asset toolkit - handover and learning summary

Illustrative outcome: the team adopted a repeatable approach for multichannel asset toolkit, with clearer ownership and reviewable records. This is a fictional qualitative result; no real performance measurement or external acceptance evidence is supplied.

Suggested evidence (not supplied): research or creative brief; annotated design iterations; reviewed handoff and feedback summary.

EDUCATION AND SPECIALIST LEARNING

Postgraduate diploma in Visual Communication

Asterbridge Institute of Professional Studies (fictional institution)
Jul 2014 - May 2015 | completed - fictional record
Focus: typography, layout, InDesign. Specialist study on campaign visual system; an illustrative learning project, not a published result.

Bachelor of Fine Arts

Cedarhaven College of Applied Studies (fictional institution)
Jul 2011 - May 2014 | completed - fictional record
Focus: Adobe Illustrator, Photoshop, print production. Applied coursework in typography, documentation and reviewed practical assignments.

CONTINUING PROFESSIONAL DEVELOPMENT

Inclusive design studio (2023). Typography and indesign in the context of graphic designer work. Used reflective exercises and a bounded practice example related to campaign visual system.
Design critique facilitation (2024). Layout and photoshop in the context of graphic designer work. Used reflective exercises and a bounded practice example related to publication redesign.
Design systems documentation (2025). Adobe illustrator and print production in the context of graphic designer work. Used reflective exercises and a bounded practice example related to multichannel asset toolkit.
Provider for these illustrative learning records: Meridian Professional Learning Studio (fictional). Not a licence or certification.

LANGUAGES AND WORKING PREFERENCES

English and Hindi - professional working proficiency in this fictional record.
Work arrangement: hybrid; remote feasibility discussed per role. Relocation: open to discussion - sample preference. Availability: not confirmed; discuss before an interview.

CREDENTIAL AND EVIDENCE STATUS

Client names and projects are fictional; reference imagery and production assets require appropriate permissions.
Synthetic qualification and institution names illustrate profile fields only; they are not a validated qualification route or recognised accreditation claim.
No real referee, endorsement, award, publication, membership or licence is supplied.

Use for templates, product demonstrations and test data only. Replace fictional claims and remove the demo label only after approval of real candidate information.
Contact placeholder: rohan.rao@example.com. No phone, live profile URL or verified reference is supplied.
Complete machine-readable data: profile.json. Interactive companion: portfolio.html. Reference CV used for structure only; this is not Ajay Prajapat's biography.