

Hi, my name is
Raashi Jain
visualiser



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Who am I?

I've always been drawn to the creative side of things, and seeing an idea turn into something real still feels a little magical. Design, for me, isn't just aesthetics – it's meaning, emotion and clarity shaped with intention. With 3+ years of hands-on experience, I'm now moving deeper into branding and strategy, building identities that feel honest, thoughtful and long-lasting. My strength lies in understanding the story beneath the brand - fixing gaps, shaping personality and helping it find a genuine visual voice.

Design Suite



Education

- 2024-2025 **Ecole Intuit Lab**
Post Graduate in Advertising, Design & Digital Communication
- 2020-2023 **K.C College**
Bachelors in Management Studies
- 2020 **Arena Arts & Animation**
Graphic Design Course
- 2018-2020 **Jaihind College**
Junior College

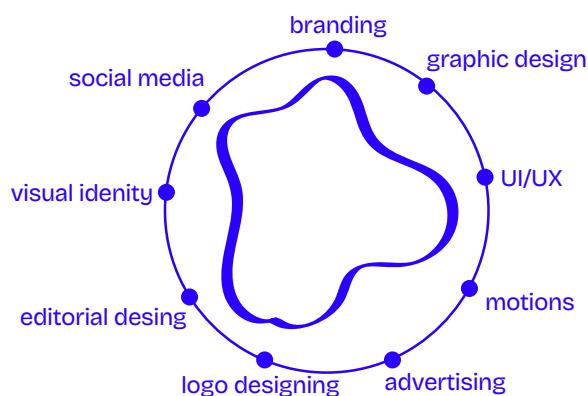
Softskills & Interests



Experience

- 2022-Current **The Design Haus, Freelancing**
Developed 30+ logo systems and handled 10+ brand accounts from onboarding to delivery. Designed across identity, packaging and content systems. Produced 500+ posts and captions with strong narrative thinking.
- 2023-2024 **Concept Communications, Visualiser**
Created mainline collaterals for SBI, BOI, BPCL and IPO activations. Delivered high-volume print and event creatives under tight timelines. Gained hands-on agency exposure across CS, Copy and Creative functions.
- 2022-2023 **Artha Group, Graphic Designer & Social Media Manager**
Developed unified brand guidelines and executed spatial branding for Artha Group. Drove 150%+ engagement growth through design-led campaigns. Promoted to Founder's Office to lead personal branding and communication.
- 2022 **Naturevibe Botanicals, Graphic Designer**
Developed packaging for 250+ SKUs and optimised visuals for Amazon listings. Ensured clean, regulation-aligned designs across the full product line.
- 2021-2022 **Studycloud, Graphic Designer**
Created 200+ digital assets including social posts, web graphics and decks. Improved visual consistency and recognisability across the platform.
- 2021 **Hospitality Minds, Graphic Designer**
Designed social media content for 12+ hotels, aligning visuals with its positioning. Collaborated with marketing teams to maintain cohesive brand presence.

Skillset



One liner

**"Jo nahi ho sakta,
wahi toh karna hai"**

-Chak De