# Anuj Rahi

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## Professional Summary

Graphic Designer with **9+ years of experience** in branding, social media, and user-centered design. Skilled in creating high-performing visuals and using AI-assisted workflows to improve engagement and user experience.

## Core Competencies

- **Design & Tools:** Figma, Adobe Photoshop, Illustrator, Premiere Pro, After Effects
- **AI & Emerging Tech:** ChatGPT, Adobe Firefly, Midjourney, Runway ML, AI Content Creation, Prompt Engineering, Gemini
- **Content & Growth:** Social Media Design, Instagram Reels, Thumbnail Design, A/B Testing, Content Strategy

## Professional Experience

### Lead Graphic Designer

**AONXI Inc.** | Sep 2025 – Present

- Leading design for social media, campaigns, and product interfaces
- Creating high-performing visuals to improve engagement and consistency
- Using AI tools to accelerate workflows and content production

### Senior Graphic Designer

**Simplia (Lotus Interworks)** | Jan 2024 – Sep 2025

- Increased brand visibility by **25%**
- Mentored **25+ designers**, improving productivity by **30%**

### Communication Designer

**Coding Invaders** | Jan 2023 – Jun 2023

- Produced **100+ assets**, improving ad CTR by **20%**
- Strengthened brand consistency across campaigns
- Increased lead generation by **15%**

### Graphic Designer

**Simplilearn** | Apr 2022 – Jan 2023

- Improved engagement by **10%** through optimized creatives
- Increased followers by **12%** via branding improvements
- Reduced production time by **20%**

### Freelance Graphic Designer

**UAE & USA Clients** | Dec 2019 – Apr 2022

### Executive Creative

**ZenHill Pvt. Ltd.** | Jan 2017 – Dec 2019

### Associate Graphic Designer

**Light in the Tunnel** | Jan 2016 – Dec 2017

## AI & AUTOMATION EXPERIENCE

- Applied AI tools for design ideation, content generation, and creative workflows
- Used AI for thumbnails, ad creatives, and social media optimization
- Reduced turnaround time using AI-assisted design processes

## PROJECTS

- Designed high-performing creatives and reels
- Improved engagement and retention through storytelling
- Created performance-driven thumbnails and ad creatives

## EDUCATION

### BSc in Mass Communication (Advertising & Journalism)

Punjab Technical University