

RHEBSA ELSA ANIL

Graphic + UX/UI Designer & Illustrator



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WORK EXPERIENCE

The Makers Collective • India (Remote) • 10/23 - 9/24

Graphic and UI/UX Designer

• Spearheaded the rebranding efforts for clients in the hospitality interior design space, successfully delivering design solutions for 5+ luxury hotels and resorts, contributing to a 25% increase in guest bookings.

• Led a multidisciplinary team in creating brochures, floor plans, and marketing materials for trade shows, showcasing hospitality design projects, resulting in 30% more client inquiries.

• Designed the Company website and collaborated with clients to audit existing brand strategies, identifying areas for improvement and advising on more efficient creative workflows.

Accomplishments: Designed a complete branding package for a luxury resort chain, including logos, brochures, and social media graphics, leading to a 20% increase in brand engagement.

Elsabeth Rosae • India (Hybrid) • 06/21 - 07/23

Graphic Designer

• Led the design team in creating impactful visual assets for marketing events, including large-scale exhibition booths and product launch displays, elevating brand recognition and audience engagement.

• Developed a visually striking brand identity, integrating design elements such as colour palettes, typography, and logo design to strengthen the company's image.

• Co-ordinated in-store and online campaigns that resulted in a 15% increase in foot traffic and a 10% increase in conversion rates.

Accomplishments: Streamlined social media workflow by introducing new tools and processes, reducing content production time by 20%.

Emilda Solutions Pvt.Ltd • India • 02/20 - 03/21

UX/UI & Graphic Designer

• Redesigned and managed Emilda Solutions' social media platforms, leveraging visual storytelling techniques to boost engagement and follower count by 50% in two weeks.

• Executed diverse design projects for UAE, India, and Berlin based clients. Key clients included Rozana, Pro Doctor, Potential Seekers, and Easy Rides, with a strong focus on creating visually appealing and user-centric designs.

• Redesigned the product packaging for Rozana, a reputable food production company in Saudi Arabia, incorporating modern design principles and brand-aligned aesthetics, resulting in a 30% increase in annual sales.

Accomplishments: Worked closely with clients to identify their marketing needs and delivered innovative solutions that resulted in 100% client retention.

INTERNSHIPS

Industree Foundations • India • 06/19 - 11/19

Design Intern

• Collaborated closely with the creative team to design and develop a card game to empower women artisans at Industree Foundations.

• Assisted in managing project budgets and timelines, ensuring timely delivery of design projects within budget constraints.

Art In Transit • India • 11/18 - 01/19

Design Crew Member

• Curated a prominent Art Exhibition based on inclusivity across significant metro stations in Bangalore, India.

• Increased audience reach by creating engaging posters and effective social media campaigns.

EDUCATION

Master in Design in Interaction Design

Emily Carr University of Art + Design
Vancouver, BC

Bachelor of Design

Srishti Institute of Art, Design and Technology
Bangalore, IN

SKILLS

Branding
Digital Illustration
Web and Mobile Design.
Graphic Design
Interaction Design
Logo Design
Photography
Social Media Graphics
Video Editing

SOFTWARE KNOWLEDGE

Adobe Illustrator
Adobe Photoshop
Adobe In Design
Adobe Light room
Adobe Premiere Pro
Adobe XD
Figma
Canva

SOFT SKILLS

Attention to detail
Organization
Team Collaboration
Time-management
CollaboratiON
Strong communication