



Email id: iamrsgill@gmail.com

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Hello, I'm **Rajinder Singh** — A digital designer focused on product design, brand identity, and frontend development, based in New Delhi, India.



Profile

Since 2009, I've enjoyed turning complex problems into simple, beautiful, user-friendly designs. Currently, I'm Head of Creative at Ethos Watches (India's largest chain of luxury watch boutiques). I'm always up for new challenges, where I can collaborate with people and businesses to get their product visions rolling. When I'm not playing with pixels, you'll find me clicking random street photos and playing COD.

Experience

Ethos Watches — Design Head

July 2011 - Present

About Company: Ethos Watches is India's largest chain of luxury watch boutiques with 50+ premium stores in India, and over 60 luxury watch brands.

My Role: I created collaterals for 50+ physical stores and designed UI / UX for the Ethos Ltd group websites - [Ethos Watches](#), [Second Movement](#), and [The Watch Guide](#).

Furthermore:

- Event branding (including print) for high-end brands such as Rolex, Omega, H Moser & Cie, Bovet, Oris, and many more luxury watch brands.
- UI design and deliver wireframes, user journeys, and mockups optimized for various digital products.
- Collaborate with websites Engineers as a front-end developer to develop world-class websites, and make brand / style guidelines for them.
- Work directly with the top management (CEO & VPs) to rebrand and reposition the overall branding (offline & online).
- Prepare design plan, concept, and layout for social media and motion graphic projects, including editing raw video footage and adding effects/elements to enhance motion graphics.
- Designed 1000+ email marketing campaigns in MailChimp for High Net worth Individual (HNI) premium database
- Created and implemented online 360 campaigns, i.e., google, social media ads, and landing page, to gather leads and increase business & traffic on the company's website through all the digital channels.
- Front-end development - HTML5, CSS3, Bootstrap, and WordPress.



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Experience

Linkedin Learning (Freelance Project) – Graphic Designer

Oct 2014 to Mar 2016

About Company: LinkedIn Learning is an American online learning provider. It is a subsidiary of LinkedIn. Lynda Weinman founded it as Lynda.com before being acquired by LinkedIn in 2015. Microsoft acquired LinkedIn in December 2016.

My Role: I provide a range of high-quality graphic designs, Maintain a library and maintain digital records.

Contact Bridge ITES Pvt. Ltd – Web & Graphic Designer

Nov 2010 to July 2011

About Company: Contact Bridge Inc. is an offshore campus of the Canadian-based company Contact Bridge. They lead in Call Center Solutions, IT Development, and VBO Services.

My Role: I do various design projects within a small, talented team of web professionals. These include flash banners, website design, and email campaign design. I was also a supporter of the maintenance of project documentation.

Intenso Web Solutions – Web & Graphic Designer

Aug 2009 to Nov 2010

About Company: Intenso Web Solutions is a professional Internet consulting, Web design, and development company based in Chandigarh, India. They specialize in website design, Flash multimedia, corporate identity, Graphic Designing, Php MySQL Programming, Shopping Cart, Payment Gateway, and PayPal.

My Role: Creating responsive informational and eCommerce websites and landing page design. Contribute best-in-class front-end skills to develop highly innovative and challenging solutions.

Skills

Web designer	XD	HTML5
App designer	Figma	CSS3
User experience (UX)	Sketch	WordPress
user interface (UI)	Photoshop	
Visual design	Illustrator	
Product designer	Premier	
Brand Identity	After Effect	
	InDesign	

Education

Diploma in Graphics & Web design	Foundations of User Experience (UX) Design	Bachelor of Computer Applications (BCA) Pursuing
<i>Intenso Web Solution Chandigarh India</i>	<i>Offered By Google Online</i>	<i>Manipal University Jaipur - India.</i>



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Selected Clients

Udemy, Lynda, Omega, Breitling, Carl-f-Bucherer, Edox, Favre Leuba, Seven Friday, Oris, Titoni, Samsung, Casio, Victorinox, Movado, Bell & Ross, Vuzelaa

Portfolio (Selected Projects)

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|----|---|--------|---|
| 01 | Vuzelaa - The Social App | Y-2016 | → |
| 02 | Eikowa - The Best Of Indian Artists | Y-2016 | → |
| 02 | Natural Born Cuddler | Y-2016 | → |
| 02 | Khojo Extensions | Y-2016 | → |
| 02 | Nightlist London (App & Web experience) | Y-2016 | → |
| 02 | Kudz Footwear - Rejection To Glory | Y-2016 | → |
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Awards & Mentined By

Awwwards.com | csswinner.com | shutterstock.com | muzli.com