

HIMANSHI RAJGARIA

PRODUCTION LEAD

Creative and detail-oriented Designer with experience in branding, visual design, and digital media. Skilled in UI/UX design principles, typography, color theory, and layout optimization to deliver engaging, user-focused solutions. Adept at collaborating with teams to translate business goals into impactful creative concepts while meeting deadlines and maintaining high-quality standards.

CONTACT INFO

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EDUCATION

B.Des in Fashion & Lifestyle
Accessories Designing - 2017-2021
NIFT, Bhubneshwar

HOBBIES

- Painting
- Travelling
- Social work
- Gaming
- Crafting



HIGHLIGHTS

- Meta Ads Optimization
- Performance Tracking
- Client Relationship Management
- Multi-Functional Project Management
- GTM Strategy

SKILLS

- Photoshop
- Illustrator
- CANVA
- Premier Pro
- Capcut

AI TOOLS

- Chatgpt
- Google Gemini
- CANVA AI
- Runway
- Google Veo
- Kapwing
- Kling

WORK EXPERIENCE

Creative Bit (2024 - Present)

Production Lead

Oversee end-to-end creative and production processes, blending design expertise, creative strategy, and client management to deliver high-quality, impactful campaigns.

- Ideation: Develop innovative concepts aligned with brand goals.
- Styling: Direct and execute brand visuals and shoot styling.
- Social Media: Curate and manage content to boost engagement.
- Design: Create compelling graphics and marketing materials.
- Client Relations: Ensure seamless communication and client satisfaction.

Onio Design (2023 - 2024)

Senior Designer

Led creative initiatives for domestic and international clients, delivering innovative and impactful designs across branding, campaigns, and digital platforms.

- Developed and executed creative design concepts.
- Collaborated with teams to transform ideas into visuals.
- Directed styling and art direction for shoots and presentations.
- Produced high-quality graphics and visual assets with brand consistency.
- Managed client communication and project coordination.
- Supported social media strategies with engaging content.

Sem Technologies (2021-2023)

Digital Marketer

Managed end-to-end digital marketing and product listing for international clients, optimizing visibility, engagement, and sales across e-commerce platforms.

- Created and optimized Amazon & Shopify product listings with SEO-driven content.
- Conducted keyword research to improve ranking and discoverability.
- Designed product creatives, banners, and ad visuals aligned with brand identity.
- Managed advertising campaigns to maximize ROI and conversions.
- Coordinated with clients to ensure smooth execution and timely delivery.

KEY CLIENTS

- ITC Sunrise Pure, BTL Activations
- Kalyan Jewellers
- Ratnalaya jewellers
- Radheshyaam Soni & Sons
- Lords of Drinks