

Abhijit Rout

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Experience

Razorpay Communication Designer

Building connected experience for payment gateway platform.

Sept'24 - Present

GrowthX Visual Designer

Re-designed and revamped the company's brand & visual identity. Owned design across landing page, social media, emails, YouTube, offline events and flagship products.

Designed and branded the first official merch for existing users which got sold out within 24 hours of launch. Also designed an interactive 3D store for the launch garnering 2 Mil+ impressions across platforms.

Collaborated with the product and tech teams to create landing pages for 4 products while ensuring consistency with brand design goals.

Mar'23 - Aug'24 (1 year 5 months)

Education

B.Tech Computer Science

Academic grade: 7.23 of 10

Lead designer at the official media team of the university

Design lead at TEDxSOAUniversity

June'18 - Sept'22 (Siksha 'O' Anusandhan University)

Skills

Areas of work

Visual design
Brand identity
Illustration
3D design & render
Mobile & web UI design
No-code development
Motion design

Software + tools

Figma
Adobe Photoshop
Adobe Illustrator
Blender + Cycles
Adobe Lightroom
Framer
Adobe Premiere Pro
Adobe After Effects

Portfolio

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