

Rohan Kusre

Visual Designer

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513-205-0945

Education

Ohio University

2009-2013
SCRIPPS School of
Visual Communications

Software

- Adobe Creative Suite
- Sketch
- Invision
- Zeplin
- Mailchimp
- Microsoft Office
- Shopify

Skills

- Branding
- HTML/CSS
- Mobile/Web Design
- Email Marketing
- User Acquisition
- Wireframes, Mockups
- Version Control
- Agile/Lean
- Infographics
- Print Design & Production
- Packaging Design
- Investor Presentations

Work History

2016-Present **Bear Mattress – New York, NY**

Lead Designer

- Helped to establish, develop and maintain the culture of the company as the first employee hired.
- Led and executed the creation and ongoing establishment of the new, permanent look and feel of the Bear brand.
- Created ads, logos, packaging, photography, all website content (ecommerce), social media content, product renders, flyers, signage, any outward facing asset.
- Played a vital role in our ~750% sales growth over two years .
- Performed various customer service duties – from directly handling CS to setting up some of the foundational processes of the customer service department.
- Managed the external dev team and oversaw web development.

2015-2016 **Lendsnap, San Fransisco, CA**

Lead Designer

- Worked directly with CTO and CEO to develop web-based mortgage lending software.
- Created user profiles, user flows, wire-frames and mock-ups.
- Rebranded the company and created a fresh style guide.
- Created a 70+ page product specification guide for developers.

2012-2015 **Crowdentials – Cleveland, OH**

Lead Designer/Co-Founder

- Established company's brand identity.
- Handled the UX/UI for all of our software and websites (B2B).
- Raised \$500k and managed up to 12 employees.
- Created several infographics and all of our marketing material.
- Crafted press releases, authored published articles, managed social media content.
- Handled month-to-month finances (QuickBooks) and all Human Resource responsibilities.
- Made over half of the total company sales and managed customer relations as well as technical customer support.

2012-Present **Freelancer**

Various Design Work

- Crafty – established branding and initial landing page.
- Gym Skills – refreshed branding and created marketing materials.
- Project Runway – created on-set printed materials for the show.

2012-2013 **The Athens News – Athens, OH**

Assistant Design Director

- Laid out entire newspaper on a weekly basis.
- Created ads and reorganized ad work flow for deadline.
- Created original illustrations for several feature spreads.