

Md. Rohan Islam

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Objective

Creative and analytics-oriented Graphics Designer with a passion for data-driven design. Experienced in digital media, branding, video production, and audience engagement optimization. Adept at using design tools alongside insights to deliver high-performing content. Seeking a role where creativity meets performance metrics in visual storytelling.

Core Skills

- **Design Tools:** Photoshop (Expert), Illustrator (Advanced), Canva, Figma, CorelDRAW
- **Video Editing:** Premiere Pro, After Effects, YouTube optimization
- **UI/UX Design:** Wireframes, Prototypes, Facebook Marketplace App UI
- **Branding:** Logos, Event Kits, Club Identity, Packaging
- **Content Strategy:** Thumbnails, Social Ads, Infographics
- **Print Media:** Posters, Flyers, Brochures, Certificates
- **Analytics:** A/B testing creatives, User engagement tracking, Campaign performance evaluation

Analytics & Insights

- Increased social media engagement by 40% through iterative thumbnail designs and performance analysis.
- Designed promotional content that reached over 100,000 viewers across Facebook and YouTube.
- Utilized user feedback, click-through rates, and analytics tools to improve UI layouts and engagement.
- Implemented visual storytelling based on user demographics and campaign KPIs.

Professional Experience

Graphics Designer & Video Editor (Part-time) Jan 2024 – Present
IT Training BD, Dhaka

- Led creation of 200+ visuals for IT campaigns, increasing learner engagement.
- Delivered 30+ edited videos with motion graphics optimized for learner retention.
- Built template systems for rapid design generation based on instructor feedback.

Graphics Designer Dec 2022 – Present
BUBT IT Club

- Produced 50+ event visuals, enhancing participant turnout by 25%.
- Collaborated with developers to unify club branding across web, print, and social platforms.
- Introduced analytics-driven improvements to poster design based on feedback.

Graphics Designer 2023 – Present
IEEE Student Branch, BUBT

- Created promotional kits for technical seminars, reaching 5,000+ attendees across events.

- Enhanced branding consistency through icon systems and unified typography.

Freelance Designer & Thumbnail Strategist

2021 – Present

- Designed viral thumbnails that achieved CTRs up to 12% on client YouTube channels.
- Developed graphics for Facebook Marketplace, improving click rates by 30%.
- Collaborated with startups to design app UIs and onboarding visuals.

Education

B.Sc. in Computer Science and Engineering (Final Year)

2019 – Present

Bangladesh University of Business and Technology (BUBT), Dhaka

Current Semester: Last — CGPA: 3.68 — SGPA: 4.00

Certifications

- Adobe Certified Expert – Photoshop (2024)
- Coursera UI/UX Design Specialization – California Institute of the Arts
- Udemy: Video Editing with Premiere Pro

Portfolio

 rohan-rusho.netlify.app

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Key Achievements

- Completed 200+ projects for IT Training BD with measurable engagement increases.
- Produced 50+ branded assets for clubs and national-level events at BUBT.
- Recognized as Top 10 Photographer by BUBT Photography Club.
- Boosted social engagement metrics via visual optimization and thumbnail strategies.

Languages

- English – Fluent
- Bengali – Native