



YASHVARDHAN SINGH RATHORE

Graphic Designer/Video Editor



 Jodhpur, Rajasthan

 [Behance Profile](#)

SKILLS

- Social Media Creative Design
- YouTube Thumbnails
- Reel Covers
- Logo Design
- Video Editing
- Motion Graphics
- UI/UX Prototyping
- Brand Identity Design
- AI-Savvy Designer

TOOLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere Pro
- After Effects
- DaVinci Resolve
- Canva
- Figma
- ChatGPT
- Ideogram AI
- Leonardo AI
- Runway ML
- Midjourney
- Elevenlabs

EDUCATION

BCA | 2022-2025

Lachoo Memorial College of
Science and Technology

ABOUT ME

Creative Graphic Designer and Video Editor with 5+ years of experience delivering over 200+ design projects across 10+ sectors including real estate, education, fashion, hospitality, and coaching. Skilled in designing high-conversion social media content, UI prototypes, and motion graphics. Proven ability to increase engagement by up to 70% on client campaigns. Experienced with AI tools to streamline workflow and reduce turnaround time by 40%.

WORK EXPERIENCE

Jan - Jul 2025 | The Social Fever

Graphic Designer

- Created and managed 30+ social media campaigns across sectors like education, fashion, food & beverage, and healthcare.
- Delivered 650+ design assets including reels, carousels, static posts, and short-form video ads that increased client engagement by 50-70%.
- Reduced content delivery time by 40% by introducing Figma templates and AI-assisted workflow in Canva and Photoshop.

Jan 2019 - Dec 2023 | Freelancing

Youtube Thumbnails

- Designed 300+ thumbnails for fitness and tech influencers with an average view growth of 20-40%.
- Used A/B testing to improve click-through rate from 2.3% to 4.8% on selected channels.
- Aligned designs with channel branding to enhance audience retention and identity.

Social Media Creatives

- Worked with 30+ clients from real estate, cafes, schools, JEE/NEET coaching, and fashion.
- Delivered consistent brand-aligned creatives resulting in 3x follower growth over 6 months for small business clients.

UI/UX Project

- Created 10+ clickable prototypes for startup concepts using Figma.
- Implemented user-centered layout practices to reduce bounce rates by 35% (in mock testing).



DIGITIZE INFINITE DIGITAL DIMENSIONS

EXPERIENCE CERTIFICATE

Date: 10.07.2025

To Yashvardhan Singh Rathore,

This is to certify that Mr. Yashvardhan Singh Rathore, residing in Jodhpur, was employed with The Social Fever as a Graphic Designer from January 23, 2025 to July 10, 2025.

During his tenure, Yashvardhan was responsible for creating engaging and visually appealing content for various digital platforms. He consistently demonstrated creativity, commitment, and a strong understanding of design principles, contributing significantly to our visual content strategy. He also maintained a disciplined work ethic, adhering to deadlines and ensuring daily content delivery.

His dedication to his role and passion for design made him an asset to our creative team. We found him to be a reliable, sincere, and proactive professional.

We thank Yashvardhan for his contributions and wish him all the best for his future endeavors.

For THE SOCIAL FEVER

PARTNER

Kind regards,
Vinayak Joshi

DIGITAL MARKETING SERVICES

✦SOCIAL MEDIA MARKETING

✦BRANDING

✦WEBSITE DEVELOPMENT

✦DIGITAL MARKETING CLASSES

✦LEAD GENERATION

✦GOOGLE ADS/FACEBOOK ADS



PUSHP ENTERPRISES
CATV | ULL | OTT | IPTV

Aditya Singh Bhati
P-4 Bhati Circle Ratanada
Jodhpur

2 Apr 2024

To whomsoever it may concern

I'm writing this letter to highly commend Yashvardhan for his outstanding performances as part-time employee at our office. It has been three months since he joined us and I must say, he has exceed our expectation in every way possible.

Yashvardhan has been primarily responsible for managing our social media platforms and website, and I must say, he has done phenomenal job. Our online presence has significantly improved under his guidance. He has a keen eye for detail and a creative approach, which has helped in creating visually appealing and engaging content for our audience.

Apart from managing our online presence, Yashvardhan has also taken up the responsibility of managing our inventory of materials. He has been able to streamline the process and ensure that we have the necessary materials in stock at all times. This has helped in avoiding any delays in our working process.

His dedication and hard work have not gone unnoticed. Yashvardhan take initiative to complete tasks before the deadline. He is a quick learner and has adapted well to our working.

I would like to take this opportunity to express my sincere gratitude to Yashvardhan for his contribution. He has been valuable employee and we are fortunate to have him as a part of our team.

Thank you for your time and consideration.

Sincerely,
Aditya Singh Bhati

For PUSHP ENTERPRISES


Proprietor



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