



ROHMA CHAUDHARY

CREATIVE LEAD · AI DESIGNER · MOTION, UX & E-COMMERCE SPECIALIST
BRANDING · PRODUCT DESIGN · AI VIDEO · MOTION GRAPHICS · UI/UX · AMAZON CREATIVE · ADVERTISING

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PROFILE

Creative Lead with 9+ years across branding, UI/UX, product design, AI-powered content, motion graphics and e-commerce creative for startups, agencies and international brands.

I build AI-native creative workflows, high-converting e-commerce experiences and scalable visual systems, working at the intersection of **AI production, conversion-focused design, product thinking and brand storytelling.**

EXPERIENCE

- MUST COMPANY / AI STUDIO

Feb 2024 – Present

AI Visual Artist · Generative AI · Filmmaking & Storytelling

 - Create AI-generated visuals, short films and storytelling-driven content with generative AI tools for internal products, campaigns and clients.
 - Lead AI-powered creative initiatives across art direction, UX research and AI-assisted visual production.
 - Built reusable AI workflows with Claude Code and multimodal tools, cutting production time by **40%** and lifting creative output.
 - Produced AI-generated images, video and marketing assets for **5+ products**, plus product documentation and design systems.
- INTEGRITI GROUP

Aug 2023 – Feb 2024

Lead Creative Designer

 - Led end-to-end creative production across branding, UI/UX, motion graphics, presentations, print and digital campaigns.
 - Delivered UI/UX solutions, landing pages and marketing assets that strengthened brand identity and client engagement.
 - Managed **8+ concurrent projects**, ensuring on-time delivery and high creative standards.
 - Mentored junior designers and translated business goals into compelling visual solutions.
- PETRA BRANDS

Jan 2022 – Aug 2023

Senior Visualizer

 - Led creative execution for **10+ Amazon private-label brands**: listings, A+ Content, storefronts, packaging and instruction guides.
 - Designed conversion-focused e-commerce assets that improved product-page performance and supported launches.
 - Partnered with marketing and product teams to keep branding consistent across digital and print.
- KELTHA

Jun 2019 – Oct 2021

Senior Visualizer

 - Designed advertising campaigns, packaging, websites, magazine layouts, logos and marketing materials.
 - Directed creative projects for brand consistency; mentored juniors and shaped creative strategy.
- MY VENTURES

Sep 2017 – Jun 2019

Head of Design Department

 - Led the design department across branding, social strategy and creative production for multiple projects.
 - Produced video, animation, photography and brand identities that drove engagement.
- FREELANCE CREATIVE DESIGNER

Nov 2016 – Present

Creative Designer

 - Delivered **150+ projects** across branding, packaging, advertising and e-commerce for international clients.
 - Built Amazon, Etsy, eBay and Shopify assets that drive conversions and brand growth.

TOOLS

- ADOBE CREATIVE CLOUD
- PhotoshopIllustratorAfter EffectsPremiere Pro
- UI/UX & PRODUCT
- Figma
- AI CREATIVE STACK
- Claude CodeChatGPTMidjourneyFlux
- Nano BananaHiggsfieldWavespeed
- Magnific AIKlingRunway

SPECIALIZATIONS

- UX Research

Product Discovery

Product Thinking

User Flows

Wireframing

Prototyping
- Design Systems

Journey Maps

Usability Testing

Interaction Design

Visual Design

CREATIVE EXPERTISE

- Brand Identity

Social Media Design

Advertising Design

Presentation Design

Packaging Design
- Motion Graphics

AI Image Generation

AI Video Production

Storyboarding

Print & Digital

E-COMMERCE

- Amazon Listings

Amazon A+ Content

Amazon Storefronts

Product Infographics
- Etsy Listings

eBay Listings

Shopify Assets

Brand Pages

HIGHLIGHTS

- 9+ YEARS

of professional experience
- LED CREATIVE TEAMS

across branding, content, video & marketing
- BUILT AI-POWERED WORKFLOWS

from image generation to video production
- END-TO-END E-COMMERCE CREATIVE

Amazon, Etsy, eBay & Shopify
- 150+ CLIENT & BRAND PROJECTS

delivered with impact and results

EDUCATION

- O Levels

— Haleem Campus
- Graphic Design Certification

— Brains College of IT · 2016
- Professional Certificate in Graphic Designing

— BETS · 2017