

Rafsan Hossain

Graphic Designer

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Experience

Panrax Group LLC, NJ, USA (Remote)

Jul 2025 - Present

Product Packaging and Layouts Designer

- Spearhead packaging design systems for major confectionery brands including *Lalees*, *A Great Surprise*, *Dooboe*, and *Swirleey*, managing multiple SKUs from concept to print-ready files.
- Enhanced product visibility and click-through rates (CTR) on Amazon and direct-to-consumer (DTC) channels, directly supporting sales growth for the Panrax Group confectionery portfolio.
- Develop cohesive brand assets for social media, digital marketing campaigns, and the company's e-commerce website, maintaining strict adherence to brand guidelines.

Upwork - Freelance

Jan 2023 - Present

Graphic Designer

- Partner with diverse startups to deliver end-to-end branding solutions, from logo conceptualization to full visual identity systems that establish market positioning.
- Design and produce complex, interactive digital publications (animated ePubs), books, and zines, ensuring seamless cross-platform compatibility.
- Execute high-end poster design, advanced photo manipulation, and high-fidelity website layouts, ensuring strict brand consistency across both print and digital touchpoints.

Education

Creative IT Institute, Dhaka, Bangladesh

Nov 2022 - 2023

Graphic Design

- Mastered Adobe Creative Suite (Photoshop, Illustrator, InDesign) to execute commercial branding, print, and digital layouts.

Skills & Tools

Skills

Brand Identity Systems, Packaging Design, UI & Web Layout, Editorial & Digital Publishing, Visual Storytelling, Pre-Press & Print Production, Amazon A+ Content, Client & Project Management.

Tools

Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, Blender, WordPress, Elementor.